

As Every Company Becomes a Tech Company, This Small Software Stock Will Score Enormous Gains

By Luke Lango October 1, 2020

On an episode of *Mad Money* in February 2013, Jim Cramer coined the widely followed stock acronym FANG.

Facebook. Amazon. Netflix. Google.

Today, those four tech giants together comprise 13% of the S&P 500's entire market cap.

That's right. Less than 1% of the companies in the S&P 500 make up 13% of the index's value.

This is no fluke.

It's a sign of the times.

Technology is taking over the world. This disruption is leaving no stones unturned, and it will only accelerate over the next 10, 20, 30+ years.

The widespread proliferation of 5G and cloud computing in the 2020s will unlock significant advancements in core technologies (like edge computing, AR/VR technology, AI, and automation) – and the sum of these advancements will disrupt *everything we know* about our personal and professional lives.

Checkout clerks will be replaced by automated checkout kiosks...

Fridges will turn into smart devices capable of regulating themselves...

T-shirts will start leveraging biometric data to adjust their fit based on your vitals...

Cars will start driving themselves...

Everything – I mean *literally everything* – will be disrupted by technology.

And, to that extent, every company in the world will inevitably turn into a technology company, creating an unprecedented boom in demand for the software and services which power today's biggest and best tech disruptors.

In today's edition of *The Daily 10X*, we will show you to play this enterprise technology boom, by buying stock in a freshly public, mid-cap company that is establishing itself as the infrastructure backbone of a new era of software development.

Modernizing the Software Build & Release Workflow with a Breakthrough, Mission-Critical Solution

In today's world replete with various high-quality technology apps, extraordinary is the standard in the software user experience.

Anything less than extraordinary leads to immediate user churn.

Imagine you're calling for an Uber ride on your phone, and the app bugs out because you have outdated software, leaving you unable to order the ride.

What're you going to do? Open the Lyft app.

If Amazon bugs out, you'll use Walmart. If Facebook stops working, you'll scroll through Twitter. If iMessage breaks down, you'll use Messenger.

The seemingly infinite number of consumer tech solutions in the world today means that companies need to always have the best version of their software live and available to users – *else they risk sizable losses.*

The emergence of this reality is why a freshly public, \$7.5 billion company by the name of JFrog (FROG) is a compelling long-term investment opportunity.

The status quo in the software development market today is one defined by "versions" – and it involves the clunkiest, most inefficient development process you could imagine... one that could easily leave developers with apps that are *not up-to-date*.

Say you're a developer and you want to change your new app.

You have to change the source code. That source code then has to be transformed into executable binary files so that it can run on a server. It has to be tested, released, and then deployed in an entire new version, which the user has to re-install.

Sounds awful, right? It's complex. Long. Error-prone.

JFrog agrees.

So... the company has created an end-to-end Continuous Software Release Management (CSRM) platform which optimizes, streamlines, and automates the software build and release workflow – with the end-goal being a world of “version-less” software that is always up-to-date.

The technology underlying the JFrog DevOps platform is complex. The big idea is not.

In essence, with JFrog's platform, all a developer has to do to update their app is change the source code and publish it. JFrog takes care of the rest.

Importantly, at the center of this CSRM platform is a *breakthrough* and *proprietary* software package management platform called Artifactory that allows source code updates to be easily tracked and instantaneously updated across the whole software build and release workflow.

Without Artifactory, CSRM platforms don't work.

To that end, JFrog has developed a breakthrough software package management platform that is increasingly turning into the mission-critical backbone of a new era of always-on, continuously-updated software development.

It should be no surprise, then, that every company which deploys software today, deploys that software using JFrog.

Every single one of the top 10 technology organizations in the Fortune 500 is a JFrog customer. So are eight of the top 10 finance companies, nine of the top 10 retail orgs, and 7 of the top 9 telecom service providers.

Still, *only 27% of the Global Fortune 2000* were JFrog customers as of June.

And that's because not every company is a technology company today...

But that'll change.

As every company does become a technology company throughout the 2020s... and as every company deploys software of some form... JFrog's CSRM solutions will become as ubiquitous across the enterprise landscape as Zoom, DocuSign, and Twilio.

Those are \$30, \$40, \$50+ billion companies.

JFrog has a \$7.5 billion market cap today.

Needless to say, this company's growth narrative is just getting started... meaning now is a good time to consider buying JFrog stock before it turns into a multi-bagger.

Key Company Details

Company Name	JFrog Ltd.
Ticker Symbol	FROG
Share Price	\$84.73
Current Market Value	\$7.5 Billion
Annual Revenue	\$128 Million
Catalyst	Enterprise Technology Boom

This Small but Well-Recognized Meats Company Could Soar in the 2020s as it Aggressively Pivots into Veganism

By Luke Lango October 2, 2020

Longtime readers know exactly how we feel about plant-based food.

It's the future.

Old folks look at red meat, and see a fancy steak plate or a juicy burger.

Young folks, though, look at red meat, and see lines of cows, packed into hardly livable conditions, emitting tons of methane gas every year and contributing significantly to global warming... all just to produce a piece of meat which is actually pretty bad for your heart and liver.

Because they look at animal-based meat through this entirely different lens, young folks are doing something their parents never thought was possible: *they're shunning meat-eating*.

According to a Utopia survey of 18- to 24-year-olds in Germany, more than half of those surveyed have given up meat eating.

A survey from The Food Institute found that 65% of Generation Z consumers want a more “plant-forward” diet, while 79% choose to go meatless one or two times per week.

Perhaps most relevant, a YouGov poll found that one out of every five young people believes that the future of eating is meat-free.

They're right.

We are sprinting into a meatless future – and over the next decade, the enormous legacy animal-based foods industry is going to be entirely disrupted by emerging plant-based foods companies that are winning over the hearts (and wallets) of young consumers.

But... as with any booming industry... the plant-based food industry will go from dozens of equally formidable competitors fighting for market share today... to a consolidated hierarchy dominated by a few titans of industry at scale... meaning you can't just pick any old plant-based food stock to buy today and hope to score big returns.

You have to pick the *right* vegan stock.

In today's edition of *The Daily 10X*, we will show you one plant-based food company that represents a smart investment in this megatrend, mostly because it's already a well-established player in the packaged foods market that just happens to be simultaneously capitalizing on booming plant-based demand.

Going “Green” to Unlock Huge Returns

Most readers have heard of Maple Leaf (MLFNF) before – or at least seen the company's products in grocery stores.

Maple Leaf is a Canadian packaged foods company with an assortment of frozen and refrigerated meats products under various brands, like Maple Leaf sausages, Schenider's salami plates, or Swift's chicken pot pies.

This company has quietly emerged as a leading player in the packaged meats category over the past few years, with its portfolio of healthy, organic packaged meat brands that have scored bigger and bigger grocery store distribution deals on the back of stronger and stronger consumer demand for healthy foods.

That's all fine and dandy. Net sales rose 6% between 2015 and 2018.

But it wasn't until 2019 that Maple Leaf turned into a big growth company...

Because that's when Maple Leaf began an all-out blitz into the plant-based meats category.

Specifically, in 2017, Maple Leaf acquired two plant-based food brands – Lightlife and Field Roast – but originally folded them into its broader business.

Then, in 2019, Maple Leaf created a separate subdivision for those brands – called Greenleaf, with its own reporting segment, Plant Protein Group – and aggressively upped marketing and advertising spend for those brands, while committing to broader distribution deals and building out a huge 230,000 square foot manufacturing facility in Indiana *dedicated entirely to plant-based food processing and packaging*.

The results of this plant-based blitz are in the numbers.

In 2019, Maple Leaf's newly established Plant Protein Group reported *27% sales growth*. So far in 2020, sales are *up more than 30%*.

Of course, this has led to an acceleration in the overall Maple Leaf growth narrative.

What was 6% sales growth over three years between 2015 and 2018... turned into 13% sales growth in one year in 2019... and 10% sales growth so far in 2020, amid a global pandemic.

As impressive as this growth acceleration has been, this is really just the beginning for Maple Leaf.

Management hopes to increase the size of its Plant Protein Group by *~17X over the next 10 years*... from C\$176 million in 2019... to C\$3 billion by the end of the decade... implying that double-digit sales growth will be the new norm for this formerly low growth company.

That seems totally doable for a few reasons:

1. Plant-based food eating is on the rise.
2. Lightlife and Field Roast are two top-quality alternative meat brands, with the New York Times rating the Lightlife burger as the third best plant-based burger in the world (behind only Beyond Meat and Impossible Foods).
3. Lightlife and Field Roast are also dramatically expanding their reach across the retail and foodservice segments, with Lightlife recently scoring a huge partnership to be the plant-based meat supplier for *KFC's plant-based chicken sandwiches throughout all of Canada*.
4. Management just conducted what they believe to be the most extensive consumer research in the history of the U.S. plant-based category, and is leveraging that research to revamp Lightlife and Field Roast's product portfolios to be more relevant than ever before from both a product and marketing perspective.

Overall, management's goals may appear ambitious... and they are... but they are also very achievable.

If management does turn its plant-based business into a C\$3 billion business, then my modeling suggests that Maple Leaf will net about \$600 million in net profits by the end of the decade.

A 20X multiple on that implies a potential future valuation of \$12 billion – which is *up about 5X from today's \$2.5 billion market cap*.

And... if the company keeps firing on all cylinders into the 2030s... then 10X gains become not just possible, but likely.

So... if you're looking for a high-quality and already established (yet still explosive) way to play the plant-based food megatrend... then Maple Leaf stock may be your best choice.

Key Company Details

Company Name	Maple Leaf Foods Inc.
Ticker Symbol	MLFNF
Share Price	\$20.53
Current Market Value	\$2.5 Billion

Annual Revenue C\$3.9 Billion

Catalyst Plant-Based Food
 Megatrend

Weekly Update: The Election Takes Center Stage on Wall Street

By Luke Lango October 3, 2020

We are now one month away from Election Day – and after a presidential debate that looked more like a shouting match than a debate *and* the shocking news that President Donald Trump has Covid-19, I don't think many people actually know what is going to happen on November 3.

Most of the polls out there have Biden winning. But those same polls had Clinton winning back in 2016. Plus, Trump's approval rating has been steadily gaining in recent weeks. Still, the betting markets are favoring Biden.

Big picture: Nobody really knows who is going to win.

And guess what?

From a small-cap investment perspective, *we don't really care who wins.*

Biden is going to be a net positive for clean energy and electric vehicle stocks with his pro-green plans. Trump is going to be good for industrial stocks and consumer stocks with his lower taxes.

It's six of one, half a dozen of the other.

In the big picture, though, the underlying, secular megatrend investment themes upon which we base all of our investment decisions will persist regardless of who is in the White House.

And that's why we invest in megatrends.

In a long-term horizon, they're mostly bulletproof and immune to political noise – *and just about every other type of noise out there, too.*

Regardless of who wins the election, companies are going to keep migrating to the cloud...

5G is going to keep spreading...

AI technology is going to keep advancing...

Autonomous driving is going to keep inching closer towards a reality...

Robots are going to keep replacing human jobs...

Online shopping will continue to become the ubiquitous norm...

Payments will continue to be digitized...

EVs will continue to take over the auto industry...

Healthy eating trends will continue to rise...

Big data will continue to transform enterprise decision making... Consumers will continue to ditch linear TV in favor of streaming TV...

So on, and so forth.

These megatrends have staying power.

If Trump wins on November 3, these megatrends will continue to disrupt and define our daily lives and will remain the best trends to invest in for the next 5 to 10 years.

If Biden wins on November 3, they'll continue to disrupt and define our daily lives and will remain the best trends to invest in for the next 5 to 10 years.

There's no difference.

So... don't let election noise scare you. It's meaningless to megatrend investing. That's why many of our small-cap megatrend stocks performed great this past week – just as they have over the past several months.

Again, there's no difference.

Stick with the megatrends. Stick with our stocks. Patience is a virtue that, when applied smartly to megatrend investing, will result in enormous profits.

With that in mind, let's dive into this edition of *The Daily 10X Weekly Update*, and break down some *DTX* stocks that have staged big moves over the past few weeks.

Jinko Solar (JKS) Soars on Strong Earnings

Recently – in our [September 22 issue](#) – we said that Jinko Solar offered you a compelling way to play the solar market boom.

The logic was simple. The Chinese solar module manufacturer is in the midst of an impressive turnaround towards becoming a super-profitable, highly-differentiated premium module supplier, at the same time that solar energy demand is surging.

Since then, Jinko Solar stock has *soared as much as 62%* in less than two weeks, mostly because the company reported second quarter earnings in late September which confirmed that this turnaround is running ahead of schedule.

Specifically, Jinko's second quarter numbers smashed expectations. *By a mile*. The third quarter guide also came in well ahead of expectations. Revenue growth trends are accelerating. Profit margins are improving. Profits are roaring higher.

Everything is firing on all cylinders.

These strong growth trends will likely persist for the foreseeable future, both because Jinko Solar's pivot into premium is a smart one that's being executed flawlessly, and because demand for solar energy will continue to soar on the back of rising consumer interest, shifting laws, and falling prices.

So... *stick with Jinko Solar stock*.

After all, the company's market cap is still less than half of its projected 2020 sales. That's just too cheap for a hyper-growth and increasingly profitable solar company like Jinko.

SailPoint (SAIL) Scores a Huge Upgrade

In our [August 21 issue](#), we told you that a cloud security revolution towards identity-based security solutions optimized for remote work environments would spark enormous gains in a small cloud security company by the name of SailPoint.

Since then, SailPoint stock has *soared as much as 20%*, with most of those gains coming in this past week due to two huge catalysts.

First, it was reported on Wednesday that SailPoint will be joining the S&P MidCap 400 Index.

Second, on Thursday, Morgan Stanley upgraded SailPoint stock to Overweight and nearly *doubled its price target* to \$50 because SailPoint is a key beneficiary as an “increasingly cloud-based and remote workforce [drives] a shift in security demand towards Identity Management.”

Isn't that pretty much exactly what we told you over a month ago?

Wall Street always seems to be late to the party.

In any event, yes, this is exactly what's happening.

Hybrid work is the future. In this future, organizations need to increasingly adopt identity-focused cloud security solutions which optimize for employee mobility and workflow flexibility. SailPoint is a top-tier provider of these solutions.

Demand for these solutions will soar in coming years. Revenues will, too. And profits. *And the stock price.*

Chegg (CHGG) Gains Some Momentum

It may have seemed somewhat outlandish when – back in our [September 11 issue](#) – we said that connected learning leader Chegg had an opportunity to turn into the Amazon of education one day.

But that's exactly what is going to happen.

Education will be increasingly digitized over the next decade, and Chegg provides an unrivaled, all-in-one, end-to-end connected learning platform.

That combination ultimately implies that – much as Amazon has become ubiquitous among consumers in an omni-channel shopping world – Chegg will become ubiquitous among students in a hybrid learning world.

Chegg stock has risen more than 10% since we highlighted it less than a month ago, mostly because data from App Annie and Google Trends show that more and more students are using the platform now that they are going back to school.

This dynamic will persist for several years.

More and more students will adopt Chegg, and more and more investors will buy Chegg stock.

This won't end until Chegg is a \$50+ billion company. The market cap today hovers just below \$10 billion.

Luckin Coffee's (LKNY) Turnaround Gains Steam

Misunderstandings in the market create opportunities – and that's why in our [July 27 issue](#), we told you that infamous Luckin Coffee could be a 30X winner over the next few years.

Long story short, Luckin Coffee – once hyped up as the Starbucks of China – egregiously inflated its sales numbers for three quarters, and got caught. The stock tanked. Regulators brought down the hammer. Wall Street wrote the company off as just another Chinese “pump-and-dump” scheme.

But it's not.

Luckin Coffee is a legitimate and rapidly expanding quick-service retail coffee chain in China, that has crafted a niche for itself selling cheap coffee through an innovative mobile-first, order-ahead sales strategy that is perfectly tailored to young, urban Chinese consumers.

The company just had a few bad apples up top that got greedy and fibbed numbers.

Those bad apples are now gone, replaced by better persons. Most of the fines have already been levied. And the company is still left with a ton of cash to now honestly execute on its big growth opportunity in China's booming retail coffee market.

The market's starting to get this – and that's why Luckin Coffee stock has *soared as much as 26%* since we first highlighted it.

The gains will keep coming over the next few years as Luckin puts the accounting fraud behind it, moves forward, and continues to define a new era of coffee drinking in China.

Crocs (CROX) Soars on Potential Bieber Partnership

In our [June 11 issue](#), we made a very bold claim.

We told you that “ugly” sandal maker Crocs is positioned to be the next Nike, as the fashion apparel world increasingly pivots towards function over form – a world in which Crocs' ultra-comfy, ultra-cheap, multi-purpose sandals are the “it” shoe.

So far, so good.

Crocs stock has *soared as much as 58%* since then, mostly because the shoes keep selling like crazy, especially among young folks.

It doesn't look like this trend is going to die down anytime soon.

In an Instagram post on Thursday, music celebrity Justin Bieber – who has nearly 150 million Instagram followers – posted a picture of Crocs shoes floating in a pool with the caption “Soon”.

Of course, the implication is that Bieber will launch a product line or collaboration with Crocs soon, thereby only increasing exposure to the emerging Crocs brand and adding verity to the idea that Crocs really is the next big thing in fashion.

Crocs' market cap? About \$3 billion.

Nike's market cap? Almost \$200 billion.

I don't need to connect the dots for you. Stick with Crocs stock.

In case you missed any of this week's issues, we talked about...

- [AutoWeb](#) (AUTO), an automotive digital marketing company positioned for huge growth as the e-commerce wave proliferates across the auto industry.
- [Futu Holdings](#) (FUTU), a hypergrowth, mobile-focused Chinese e-brokerage that is increasingly turning into the Robinhood of China.
- [Muscle Maker Grill](#) (GRIL), a tiny health-conscious fast-food chain that is becoming a compelling play on the ghost kitchen megatrend.
- [JFrog](#) (FROG), an emerging tech company that is on the cusp of defining a new software world wherein apps are always up-to-date.
- [Maple Leaf](#) (MLFNF), an established packaged foods company making an all-out blitz into the vegan market.

Monthly Review: A Choppy Market Doesn't Stop Innovation

By Luke Lango October 4, 2020

Just over four months ago, we launched *The Daily 10X Stock Report* with one simple yet exceptionally ambitious goal in mind – expose you to tomorrow’s biggest winners.

In our [September monthly review](#), we lauded our progress on executing against that goal.

After all, in just three months, we had exposed you to *23 stocks that had risen more than 50%, 8 stocks that had risen more than 100%, and 3 stocks that had risen more than 200%* – including the likes of [NIO](#) (NIO), [Plug Power](#) (PLUG), and [Digital Turbine](#) (APPS).

But that was in the midst of a raging bull market...

Between when we launched *The Daily 10X* and the end of August, the S&P 500 rose by 18.5%.

Against that bullish backdrop, the stocks we highlighted should have soared.

The true test of a good investor, though, is how they do *when the chips are down*.

Well... the chips fell down in September, with the S&P 500 tumbling almost 5%.

And guess what?

We still executed very well against our promise to you.

Even in a down market, we’ve continued to deliver to your inbox – every single day – high-quality, small-cap stocks that have scored huge returns.

In September, we told you about [Celsius Holdings](#) (CELH), the healthy energy drink maker that *soared as much as 23%* in the month.

We told you about [Blink Charging](#) (BLNK), the EV charging station operator which has *soared as much as 36%* in less than two weeks.

We told you about [Jinko Solar](#) (JKS), the Chinese solar module manufacturer that has *soared as much as 60%* in less than two weeks.

The list goes on and on.

But, at this point, I’ll let the numbers talk for themselves. In just four full months of issues, we’ve had (in terms of max returns):

- 65 stocks rise more than 10% (+10 from last month)
- 53 stocks rise more than 20% (+8 from last month)
- *27 stocks rise more than 50%* (+4 from last month)
- *9 stocks rise more than 100%* (+1 from last month)
- *4 stocks rise more than 200%* (+1 from last month)
- *AND 2 STOCKS RISE MORE THAN 400%*

In other words, we keep knocking it out of the ballpark.

Bull market. Bear market. Sideways market.

It doesn't matter.

In *The Daily 10X*, we invest in innovation... *and nothing stops innovation.*

Still, going forward, the market will face multiple challenges.

The U.S. Presidential Election. Distribution of a Covid-19 vaccine. Geopolitical tensions with China. Social unrest.

You name it. There are multiple obstacles on the horizon which could blunt broader stock market returns.

But none of them are going to stop innovation.

Instead, over the next several years – regardless of what macro challenges hit the stock market – innovative companies on the cutting edge of emerging technologies will continue to grow.

I'm talking solar panel makers, EV manufacturers, 5G components suppliers, AI software developers, digital payments providers, e-commerce platforms, robotics players, plant-based meat pioneers, cloud computing enterprises...

You know... the companies we tell you all about in *The Daily 10X*.

These companies are going to keep growing.

Their stocks are going to keep rising.

And best of all, you don't have to stress the near-term noise.

So... stick with us.

We will continue to tell you all about the big picture trends disrupting and defining our personal and professional lives. We will continue to expose you to the hottest investment opportunities in those trends. We will continue to score you enormous returns.

And... we will allow you to sleep every night, with peace of mind, knowing that an election outcome or a trade war won't destroy your stocks.

Can you even imagine a better situation?

Neither can we – and that's why we promise to keep making *The Daily 10X Stock Report* the best investment newsletter you'll ever subscribe to.

Score 20X Returns with The Emerging “Netflix of Documentaries”

By Luke Lango October 5, 2020

Winner-take-all.

It's an interesting concept which rings true in many circles.

Sports leagues. Poker. Elections.

But not consumer supermarkets – or markets that are so big with so many niches, it's simply impossible for one company to singularly dominate every aspect of it.

Case-in-point: e-commerce.

Amazon pioneered the concept of e-commerce in the 1990s, and has since become the world's largest e-commerce platform with a \$1.6 trillion market cap.

But in its wake, Amazon has created a burgeoning e-commerce category in which many smaller players are *thriving in their own niches*.

Wayfair – the “Amazon of home goods” – is a \$30 billion company with a stock price that's soared 1,100% since its 2014 IPO...

Etsy – the “Amazon of arts and crafts” – is a \$16 billion company with a stock price that’s soared 775% since its 2015 IPO...

Carvana – the “Amazon of used cars” – is a \$42 billion company with a stock price that’s soared 1,350% since its 2017 IPO.

Get the point?

Consumer supermarkets are so big with so many niches that one player doesn’t dominate the whole market – instead, there’s one Batman, and multiple Robins.

The streaming TV consumer supermarket – which is about 10 years behind the e-commerce market – will play out no differently.

That is... just as multiple “mini-Amazon” emerged and scored investors huge returns in the e-commerce boom of the 2010s... multiple mini versions of Netflix will emerge and score investors huge returns in the streaming TV boom of the 2020s.

In today’s edition of *The Daily 10X*, we will tell you about one of these emerging streaming platforms, which could score you 20X returns as it turns into the “Netflix of Documentaries” in the 2020s.

A Companion Streaming Platform to Meet Huge & Growing Consumer Demand for Factual Programming

Did you know that 64 million of us watched the Netflix documentary *The Tiger King* this year?

Or that 75% of Netflix subscribers watch at least one documentary every year?

Or that 40% of consumers watch at least two documentaries per month? And 51% of Gen X’ers watch more than 10 documentaries per month?

Those are huge numbers. And they underscore the reality that consumers have an enormous appetite for documentaries.

To help meet that demand, the Discovery Channel’s original founder – John Hendricks – departed from his \$28 billion media empire in 2014 to join forces with his daughter and launch CuriosityStream (CURI): a direct-to-consumer streaming platform built exclusively for factual programming.

Just as Chewy turned into the Amazon of pet supplies and Wayfair turned into the Amazon of home goods, CuriosityStream will turn into the Netflix of documentaries.

That bull thesis breaks down into two parts.

One, the Netflix of documentaries will emerge and it will be a big thing.

That's because demand is *huge* and *growing*, while creating supply to meet that demand *requires specialization* (making a documentary involves very different mechanics than making a movie or TV show).

Sure, Netflix has had some big documentary hits. So has Amazon. But for the foreseeable future, they will continue to produce no more than a few grand slam documentaries every year – meaning there will be tons of room for another platform to fill in the gaps between those infrequent hits.

Two, if anyone does turn into the Netflix of documentaries, it will be CuriosityStream.

The company is the industry's *first-mover*.

CuriosityStream has been around since 2015, and already has over 13 million global subscribers as well as a robust content portfolio that is unmatched in the space.

CuriosityStream is also supported by *top-tier leadership*.

In the documentary industry, when Hendricks calls, you answer. His clout is unrivaled, and his experience and reputation will help CuriosityStream build on its early leadership through more valuable content additions.

Plus, the streaming platform's *economic pricing* is a huge value prop.

CuriosityStream sells for about \$3 per month. That is industry-low pricing, which is enabled by industry-low production costs (you don't have to pay animals to act) and creates an attractive value prop in a world where consumers will be bundling multiple streaming services (and where you can gain on-demand access to thousands of high-quality documentaries for less than the price of Big Mac).

On that bundling note, CuriosityStream also has *well-established and broad distribution*.

The service is already available as an “up-sell” option on various streaming platforms – like Amazon Prime Video – and this up-sell provides high visibility to it becoming a companion service for existing Amazon or Apple TV subs who simply want to watch more documentaries.

So... in a nutshell:

1. The Netflix of documentaries will emerge in the 2020s.

2. Such a platform will be big.
3. CuriosityStream will very likely be that platform.

And yet, CuriosityStream has a market cap of just \$500 million today, following its merger with blank-check company Software Acquisition Group (SAQN).

Netflix is a \$220 billion company.

CuriosityStream will never get that big. Not even close. But my numbers do suggest that CuriosityStream has a visible and realistic opportunity to fetch a \$10 billion valuation one day as it turns into a mini-Netflix.

That represents 20X upside potential – meaning that CuriosityStream stock should absolutely be on your radar today.

Key Company Details

Company Name	Software Acquisition Group Inc.
Ticker Symbol	SAQN
Share Price	\$9.95
Current Market Value	\$186 Million
Annual Revenue	N/A
Catalyst	CuriosityStream (CURI) Acquisition

This Small RV Stock Offers an Explosive Way to Play One of the Least Talked About Consumer Megatrends

By Luke Lango October 6, 2020

What do plant-based foods, electric vehicles, and online shopping have in common?

They are all consumer megatrends.

That is, they each represent fundamental shifts in consumer behavior to a new normal of consumption.

From animal-based proteins and fatty foods, to *plant-based meat and organic snacks*.

From polluting diesel cars, to *green electric vehicles*.

From shopping at malls, to *shopping online*.

Of course, as an investor, you want to invest early in these consumer megatrends. And – *in these very issues* – we’ve highlighted multiple explosive small-cap stocks to play these megatrends.

But... one problem with all of these consumer megatrends is that everyone knows about them.

And because everyone knows about them, investors are rushing into names on the right side of these megatrends.

This rushing sometimes pushes strong consumer stocks into overvalued territory.

If only there was a small-cap stock to play a consumer megatrend which doesn’t benefit from this “rushing” dynamic...

There is... in the seldomly talked about but still very robust *RV consumer megatrend*... wherein – because of various demographic, societal and global health shifts – consumer adoption of RVs is booming.

In today’s edition of *The Daily 10X*, we will tell you about this small-cap stock that is simultaneously a play on a powerful consumer megatrend and attractively undervalued – a combination which could spark multi-bagger gains in the stock.

The Market Share Gainer in a Booming RV Market

The RV market is booming – and this boom isn’t going to die down anytime soon.

Over the past four decades, U.S. RV unit sales volumes have grown at a 3% compounded annual growth rate. From 2010 to 2017, that growth rate accelerated to 11% per year. In July 2020, U.S. RV unit sales rose an astounding 54% year-over-year.

What's going on here?

Three things.

1. Millennials. To young folks, travel isn't a once-a-year thing you do with your family. It's part of their lifestyle. As these travel-hungry young folks are coming into more purchasing power, they are driving significant growth in RV sales (since RVs offer a cool and ultra-flexible way to travel).
2. Covid-19. Amid the pandemic, enterprises have shifted to work-from-home environments, so employees can now literally work from anywhere. In that environment, consumers can rent/buy RVs and see the world while still working remotely – and many people are doing just that.
3. Zero rates. With rates slashed to zero, financing on big-ticket items (like RVs) is now more attractive than ever.

All three of these tailwinds are here to stay.

Millennials are only getting richer and more travel hungry. The future of work includes a hybrid of in-office and remote work. And the U.S. Federal Reserve has committed to keeping rates at zero for at least three years.

So... the writing is on the wall... the booming RV market of 2020 is going to keep booming for several years.

That is fantastic news for Lazydays Holdings (LAZY), a small and undervalued \$120 million RV dealership that is rapidly expanding its geographic reach and has a compelling opportunity to explode higher alongside this booming market over the next few years.

The story here is very simple.

The RV market is going to boom between 2020 and 2025. It will increasingly be powered by first-time Millennial RV buyers. These buyers are novices in the RV space. They're going to need help picking an RV. So, they are going to go to RV dealerships to buy RVs.

Importantly, *Millennials are notoriously brand-driven*, and there are really only two nationally recognized brands in the RV dealership space: Camping World and Lazydays.

To that extent, Camping World and Lazydays are going to sell a lot of RVs over the next few years.

Camping World is the Goliath of the space. Over 150 dealerships. Sold more than 100,000 RVs in 2019. A \$3 billion market cap.

Lazydays is the David. Just 8 dealership locations. About 7,500 RV unit sales in 2019. A \$120 million market cap.

But David is making moves.

Lazydays is opening up three new dealerships over the next few months in new geographies. One in Phoenix. One in Indiana. One in Tennessee.

The company also opened up its first full-scale service center in Houston back in February, brought on a Chief Marketing Officer to advance brand awareness in March, and has been busy improving the online shopping/browsing experience during the pandemic.

In other words, Lazydays is putting itself in an optimal position to gain market share in the booming RV space over the next few years.

Indeed, this is already happening.

In the first half of 2020, Lazydays' new RV unit sales rose 27%, while total revenues rose 19%. In July, unit sales rose 48%, while revenues soared 62% higher.

It's no wonder Lazydays stock has surged 215% in 2020 on heavy volume.

This rally is far from over.

As Lazydays continues to gain share in the booming RV market over the next few years through geographic expansion, omni-channel buildout and more service centers, the company will grow its sales volumes from ~7,500 RVs in 2019.... to 20,000+ by 2025.

My numbers say that - if that does happen - Lazydays will be a \$1.2 billion revenue and \$40 million net profit company by 2025.

Automotive retail stocks normally trade at 15X forward earnings. That average multiple on \$40 million in profits implies a *\$600 million market cap* for Lazydays by 2024.

If these same market share expansion dynamics persist into 2030, Lazydays could easily turn into a billion-dollar company.

The market cap sits at just \$120 million today.

So... if you're looking for an under-the-radar yet still hugely explosive investment opportunity over the next few years... Lazydays stock could be your answer.

Key Company Details

Company Name	Lazydays Holdings, Inc.
Ticker Symbol	LAZY
Share Price	\$12.46
Current Market Value	\$120 Million
Annual Revenue	\$708 Million
Catalyst	RV Market Boom

This Tiny AgTech Stock is an Explosive Picks-and-Shovels Play on the Plant-Based Food Revolution

By Luke Lango October 7, 2020

When I say “plant-based food companies,” which names come to mind?

Probably Beyond Meat. Or Impossible Foods. The big plant-based meat suppliers.

Or maybe the restaurants deploying Beyond and Impossible Burgers on their menus, like McDonald's, Burger King, and Starbucks.

But the plant-based food revolution is built on so much more than just those giant consumer-facing businesses.

It's built on a complex scientific process of turning plants into faux meat – and at the heart of that process is extracting protein from plants.

Think soy protein. Pea protein. Oat protein.

The plant protein extraction process is *highly complex, exceptionally specialized, and very tough to do* – which is why big companies like Beyond Meat and Impossible Foods don't do it themselves.

They outsource plant protein extraction and sign exclusive deals with protein suppliers.

Longtime readers know exactly what this means for us...

We can buy stock in these relatively unknown protein suppliers and treat them as explosive picks-and-shovels plays on the plant-based food revolution.

Unfortunately, most of these protein suppliers are not public.

Fortunately, the best one is...

A small Canadian plant protein supplier that has signed a big partnership with the world's largest food and beverage company.

In today's edition of *The Daily 10X*, we will tell you all about this high-quality, plant-based protein supplier, and show you why this tiny stock could turn into your next big winner.

The Technology Backbone of a New Era of Pea & Canola Protein

I'd venture to say that very few readers have heard of Burcon NutraScience (BUROF) before.

And while this tiny Canadian plant protein technology company will never become a household name like Beyond Meat or Impossible Foods, it is on the cusp of *breakthrough growth* over the next decade as the company's specialized and patented pea and canola protein extraction processes form the indispensable foundation of the plant-based food revolution.

To better understand that claim, let's take a step back and talk about five important things.

First, pea and canola protein are the future of plant protein.

Right now, the plant protein market is dominated by soy protein. But soy is actually one of the *eight most common food allergies in the world*, and soy protein carries *isoflavones*, which alter estrogen levels in females (for this reason, my wife and her

friends and family – all of whom are plant-forward – will not eat or drink soy protein).

Soy protein is just a “no-go” for a lot of people.

Pea and canola proteins lack these shortcomings. Pea and canola allergies aren't really a thing, while neither carry isoflavones. Plus, both are *just as tasty, just as nutritious*, and arguably *more functional* (they have more amino acids).

So... the future of plant protein is in pea and canola protein.

Second, Burcon's patented extraction process produces functionally superior pea protein.

Burcon has been in the plant protein extraction game for over 20 years, and the team essentially comprises a bunch of smart engineers and scientists who – on a daily basis – iterate and improve the company's plant protein extraction process.

In other words, all Burcon does is plant protein extraction... *and they've been doing it forever.*

This long runway of specialization has led to Burcon developing a novel plant protein extraction process which is backed by 287 global patents and ultimately produces functionally superior pea protein.

That is, Burcon's pea protein has a *90% purity level* (far above current market rates), is *exceptionally soluble* (it can mix with almost anything), and has *great bonding/emulsifying properties*.

So... in the pea protein world... Burcon is a best-in-breed supplier.

Third, Burcon is one of only two notable companies pioneering what could be the “next big protein” with canola protein.

While pea protein is on the up-and-up, canola protein is not – mostly because certain unique characteristics about canola make canola protein taste quite bitter.

But Burcon is one of two notable companies – the other being DSM – which has constructed a breakthrough extraction process for canola which eliminates the bitter taste.

Many believe canola protein – because it is broadly the most functional and one of the most abundant plant proteins – will *dominate* the plant protein industry one day.

If it does, Burcon will be front and center leading the canola protein breakout.

Fourth, Burcon's claims are backed by a partnership with Nestle.

In January 2020, Burcon announced a huge partnership with Nestle – the world's largest food and beverage company – wherein Burcon appears slated to become the exclusive plant protein supplier for Nestle's various plant-based food and drink products.

Of course, the potential revenue upside of this partnership turning into a commercial reality in 2021/22 is *enormous*, as Nestle more aggressively transitions its product portfolio to be more plant-forward.

Fifth, Burcon – alongside its joint venture company, Merit Functional Foods – is just months away from mass production.

Burcon and Merit are co-constructing a state-of-the-art, 90,000 square foot plant protein production facility in Winnipeg. It is slated to come online in December 2020 – and when it does come online, it will be the world's *first and only* commercial-scale pea-and-canola protein production facility.

With that facility, Burcon will be ready to start meeting the mass demand needs of Nestle – and it appears quite likely that by sometime in 2021, Burcon's pea and canola proteins will start appearing in Nestle snacks and drinks.

So... in summation... with Burcon, you have a best-in-breed plant protein supplier, with *clear visibility* to turn its breakthrough technology into huge revenues and profits over the next few years.

In numbers, you have a \$185 million company on the cusp of disrupting the \$10+ billion plant protein market.

That's the sort of setup which could lead to 10X gains... meaning that if you're bullish on the plant-based food revolution, you should consider taking a position in Burcon stock today.

Key Company Details

Company Name	Burcon NutraScience Corporation
Ticker Symbol	BUROF
Share Price	\$1.86

Current Market Value	\$185 Million
Annual Revenue	N/A
Catalyst	Plant-Based Food Revolution

By Fixing The Intelligence Economy's Biggest Flaw, This Small Software Stock Could Explode Higher

By Luke Lango October 8, 2020

Longtime readers are familiar with the Intelligence Economy.

It's a fundamental shift among enterprises towards leveraging the power of big data and advanced analytics to drive better business outcomes.

It's happening. Everywhere. At a rapid pace. And it will only end once every business in the world ultimately turns into a data-driven organization.

But there's *one critical flaw* in this Intelligence Economy revolution: a lack of democratized access to data throughout the enterprise.

That is, most enterprises are adopting business intelligence platforms to enable data-driven decision making... but access to those business intelligence platforms is restricted to executives and data scientists... meaning in most organizations, a majority of the employee base doesn't actually use data on a day-to-day basis.

That's why – despite 53% of companies using big data analytics today – about *97% of day-to-day business decisions are made without data*.

This “Intelligence Economy Gap” is a problem.

The Intelligence Economy won't work – and businesses won't maximize their efficiency and productivity through data – until data-driven decision making

becomes ubiquitous across the enterprise, from the C-Suite all the way down to the salesforce.

Fortunately, one small business intelligence company recently developed a breakthrough solution for this glaring problem.

In today's edition of *The Daily 10X*, we will tell you all about this small company, and show you why – by pioneering its novel solution to democratize data throughout the enterprise – its stock price could soar over the next few years.

A Breakthrough Solution to Power an Enormous Turnaround in a Booming Market

At first glance, MicroStrategy (MSTR) is a small, \$1.4 billion business intelligence company that – once upon a time – had its day in the spotlight... but is now rapidly being passed by competitors in the BI market.

Specifically, from 2007 to 2015, Gartner's Magic Quadrant for Business Intelligence named MicroStrategy a leader in the market *every single year*, because of the company's strong functionality, great data visualizations, and innovative product features.

In 2016, though, MicroStrategy fell out of the leader category... and the company hasn't made it back since... mostly because the company's BI platform has lagged on the cloud pivot and on integrating advanced AI analytics tools.

That's why MicroStrategy's revenues have *declined for five consecutive years*.

But that's all about to change because of MicroStrategy's new breakthrough solution: Hyperintelligence.

MicroStrategy rolled out Hyperintelligence in early 2019 with the intent of democratizing access to data among employees so as to enable truly ubiquitous data-driven decision making throughout the enterprise.

The company did so by – as opposed to making a separate data silo (which is what all the BI platforms are these days: their own separate apps) – *integrating data seamlessly into the apps which employees already use every day*, like Salesforce, Workday, Office, and Slack.

The concept is simple.

MicroStrategy leans into AI technology to create what the company calls “hyperintelligence cards,” which are basically just highly customizable snapshots of data regarding a person, business, topic, or product. These cards are integrated into

existing business apps, so that when an employee scrolls over a term which Hyperintelligence recognizes, the corresponding card pops up with relevant data.

The hope is that by flipping data access on its head – from *employees going to find data*, to *data going to find employees* – everyone in organization can seamlessly access actionable data and make business-improving decisions.

It's a truly genius paradigm shift to fix the Intelligence Economy Gap.

And MicroStrategy just started rolling out this genius concept back in 2019 – while the latest and greatest version that includes no-click, full-app integration rolled out just a few months ago in early 2020.

Early response has been tremendous.

In 2020 alone, MicroStrategy has signed on Pfizer, Nu Skin Enterprises, 7-Eleven, the Dubai Healthy Authority, and the International Commerce Bank of China as customers of the new Hyperintelligence platform.

Of course, the bull thesis on MicroStrategy stock rests on the idea that the Hyperintelligence platform will continue to see robust uptake as organizations increasingly try to fill the Intelligence Economy Gap, and *this will power a huge turnaround in MicroStrategy stock.*

I think that's exactly what will happen.

Further boosting this turnaround will be the fact that management is aggressively migrating its core BI platform to a cloud platform-as-a-service offering to better align with demand *and* that they are rapidly gutting the expense model so as to improve profitability.

Plus, the company has over \$500 million in cash on the balance sheet (equal to about a third of the market cap), and is deploying roughly half of that to buy back what should amount to about 20% of the company's outstanding share count.

So... over the next few years... MicroStrategy's revenues will charge *way* higher... margins will expand by *a ton*... and the share count will fall by *a bunch*.

When you add all that up, my numbers say that the company could very realistically do about \$30 in earnings per share by the end of the decade.

A 35X multiple on that – which is average for application software stocks – implies a long-term price target of over \$1,000.

The stock today trades around \$150.

Needless to say, then, MicroStrategy stock deserves to be on your radar today as an explosive turnaround play in the booming Intelligence Economy.

Key Company Details

Company Name	MicroStrategy Incorporated
Ticker Symbol	MSTR
Share Price	\$146.46
Current Market Value	\$1.4 Billion
Annual Revenue	\$475 Million
Catalyst	Intelligence Economy Revolution

This Emerging Vegan Stock is an Undiscovered, High-Quality Play on the Healthy Foods Megatrend

By Luke Lango October 9, 2020

I used to read headlines about the rise of veganism, and scoff at them.

As a big meat-eater who thoroughly enjoys steak dinners and In-N-Out burgers, I couldn't possibly imagine a meat-free future devoid of such pleasures.

Until I started to see the vegan megatrend unfold right before my eyes.

In the past year alone, I have seen dozens of close friends go vegan and stay vegan. I've seen many celebrities – including star athletes like NBA superstar Kyrie Irving and Tennis legend Venus Williams – adopt vegan diets.

Yes, I've even made the plunge to trying plant-based meats myself – and *guess what?*

They're pretty good.

Of course, I still eat my In-N-Out burgers. I still have steak dinners. But... I also mix in the occasional plant-based meat when I can (maybe once or twice a week).

For young consumers, this seems to be the norm. About 80% of Generation Z consumers go meatless once or twice a week.

And... because Generation Z consumers represent the future driving force of the U.S. economy... this “hybrid” model of vegan and animal meat consumption is the future – one wherein vegan meat could easily comprise ~20% of total meat consumption.

Seeing as the vegan meat market presently accounts for just 1% of the global meats market, the investment implication here is clear.

It's time to buy vegan stocks, *before* young consumers spark a global explosion in the vegan meat market throughout the 2020s.

In today's edition of *The Daily 10X*, we will tell you all about one emerging vegan meat stock which represents a compelling and explosive investment opportunity in this space – and which could rise 10-fold in the coming years.

The “Bean Butcher” of the Future

We've covered a handful of small cap vegan stocks to buy to play the vegan food megatrend.

But one which stands out in the pack is today's pick: The Very Good Food Company (VRRYF).

The Very Good Food Company is an \$80 million, relatively unknown Canadian vegan meat company that is *absolutely killing it on Canada's west coast right now* – and which has expansion plans in place to hopefully replicate that success throughout the U.S. over the next few years.

If management successfully executes on those expansion plans, The Very Good Food Company stock could rise 10X over the next several years.

Here's the story.

The Very Good Food Company started out in early 2016 with a chef selling his own plant-based meats at a local farmer's market in British Columbia. The products were a major hit. By early 2017, that chef teamed up with a business executive to commercialize those products under The Very Good Butchers brand name, with an unofficial slogan of "*we butcher beans, not animals*".

And so... the Very Good Food Company was born.

Today, the company is a vertically integrated vegan meats producer which sells *arguably the best* branded vegan burgers, sausages, taco mix, pepperoni, bacon, and steak on the market.

On the company's online shop, the burger has a 4.5-star rating (73% 5-star ratings) with many claiming it to be the best vegan burger they've ever tried (far better than the Beyond Burger, said multiple folks), with great taste and texture.

The taco stuffer has a 5-star rating. The pepperoni has a 5-star rating. The steak has a 4.5-star rating. Across all the reviews, the customers have spoken: these products are among the best in the vegan meat world.

Plus, the company has a great brand (the branding is edgy, unique, and full of character - exactly the ingredients that will attract young consumers) and has a strong social media presence which is helping cultivate exceptional brand loyalty.

If all that's true... then why is The Very Good Food Company only worth \$80 million... while Beyond Meat is worth \$10 billion?

Supply.

The Very Good Food Company makes awesome vegan meat products with huge demand... sales are up 226% so far in 2020 (including 395% growth last quarter) ... but the company is still making all of its vegan meat out of a *tiny 4,000 square foot production facility* in Victoria.

Naturally, this has led to enormous supply constraints, to the point where the company has a message on its website saying that processing orders may take up to five to six weeks.

But these supply constraints are on the cusp of getting fixed.

The company has leveraged enormous growth in 2020 to successfully raise a bunch of capital, which the company has committed to opening up two new production facilities: a 10,000 square foot facility in Vancouver and a 25,000 square foot facility in California.

The Vancouver facility will help The Very Good Food Company meet robust demand on the west coast of Canada.

The California facility, meanwhile, will help the vegan meat maker expand in the U.S. for the first time ever (the company sells exclusively through grocery chains in Canada and online today).

In so doing, these production expansions lay the groundwork for The Very Good Foods Company to go from tiny but super successful \$80 million vegan meat maker on Canada's west coast... to a giant and still super successful multi-billion-dollar global alternative food giant.

Much like a Beyond Meat.

Which means that buying this tiny vegan stock today – before its global expansion – could be an enormously profitable move.

Key Company Details

Company Name	The Very Good Food Company Inc
Ticker Symbol	VRYYF
Share Price	\$1.13
Current Market Value	\$80 Million
Annual Revenue	N/A
Catalyst	Vegan Food Megatrend

Weekly Update: Ignoring the Noise & Following the Profits

By Luke Lango October 10, 2020

If you just read the headlines, you'd think the stock market was *absolutely tanking*.

In a matter of one week...

The President of the United States got Covid-19.

Stimulus talks flip-flopped between “on again” and “off again.”

A Presidential debate was cancelled, rescheduled as virtual, cancelled again, then rescheduled again, and nobody really knows where it stands now.

The FBI uncovered a plot to kidnap the Michigan governor.

840,000 more people filed jobless claims.

And yet... through it all... the S&P 500 rose 3.4% this week, notching its best weekly performance in three months.

Why?

Profits.

All that stuff we just mentioned... don't get me wrong, it's important... but it's largely just noise to the stock market... because all the market really cares about at any given time is profits.

As go profits, so go stocks.

And profits right now are going up, up, and away.

18 S&P 500 companies have reported Q3 earnings so far.

17 of them (94%) have beaten earnings estimates, while 16 of them (89%) have beaten revenue estimates.

So... if you're wondering why stocks keep rallying despite the political headline risks... it's because politics take a backseat to profits, and right now, profits look good.

Of course, at the root of these strong profit trends is that the U.S. economy is normalizing, as consumers, businesses, and legislators alike are all innovating and adapting to this “new normal.” As a society, we are only getting better and better at managing virus risks via safe public health practices while sustaining quasi-normal economic activity.

I suspect this will persist. So, stocks will broadly keep powering higher.

But... more specific to us at *The Daily 10X*... we're highlighting innovative companies, in unstoppable megatrends, with hyperscalable business models, that will weather near-term hiccups in the political and economic backdrops, and over the next 10 years, report enormous profit growth.

That's why many of our stocks – despite the headline political risks – had great weeks.

Indeed, this week alone, we welcomed *two new stocks into our triple-digit winner's circle*, which now counts 11 stocks that have risen more than 100% in less than five months.

The big idea?

By ignoring the noise and following the profits, we at *The Daily 10X* are continuing to deliver you big winners, regardless of macroeconomic or political backdrop.

We will keep doing that. Every day. And keep giving you exposure to multiple triple-digit winners every month.

With that in mind, let's dive into this edition of *The Daily 10X* Weekly Update, and break down some *DTX* stocks that have staged big moves over the past few weeks.

Jinko Solar (JKS) Keeps Heating Up

In our [September 22 issue](#), we told you that Chinese solar module manufacturer Jinko Solar offered a compelling way to play the solar market boom.

Last week, we again highlighted Jinko in the [Weekly Update](#) after the stock *soared as much as 62%* in less than two weeks on the back of strong earnings and growing investor interest in solar stocks.

This week, we are highlighting Jinko yet again, because the stock just keeps going up, and up, and up.

Jinko stock rose *another near 40% this week*, and is up roughly 130% from when we first highlighted the stock just three weeks ago.

While this hot streak in Jinko stock may cool off in the near-term, this stock is only going to keep powering way higher in the long run.

The clean energy wave has arrived. Solar is a critical building block of that clean energy wave. Jinko is turning into a high-quality and differentiated player in the booming solar market, with attractive margins.

And the company is *still valued at less than half next year's projected sales*.

So... stick with red-hot Jinko stock. This is a long-term winner whose recent hot streak is just the beginning of a much bigger and longer uptrend.

MindMed (MMEDF) Soars as the Shroom Boom Gains Traction

Back in our [June 22 issue](#), we told you about the forthcoming Shroom Boom – the de-stigmatization and eventual legalization of psychedelics-inspired medicines for the treatment of mental disorders – *before anyone really even knew what it was...* and as a result of that Shroom Boom, we told you to put a micro-cap stock by the name of MindMed on your buy radar.

Since then, MindMed stock has *soared as much as 166%*, mostly because the Shroom Boom is finally going mainstream.

In the summer, psychedelics were favorably highlighted in the Netflix documentary *The Business of Drugs*.

Last month, UC Berkeley launched a new center for psychedelic science and education.

Last week, Freakonomics did a podcast on psychedelic-inspired medicines.

Also last week, Joe Rogan highlighted psychedelics in his widely followed podcast.

It's started. The Shroom Boom has started.

Over the next several years, multiple pharmaceutical companies will emerge and pioneer the commercialization of psychedelic-inspired medicines to disrupt the multi-hundred-billion-dollar mental health treatment market.

And as they do, overnight millionaires will be made.

So... stick with MindMed stock to play this emerging Shroom Boom... and also *keep a close eye out next week* for another high-quality pick to play this multi-billion-dollar megatrend.

Luckin Coffee (LKNKY) Continues to Rebound

We highlighted disgraced Chinese coffee chain Luckin Coffee in our [July 27 issue](#) as one of the market's best turnaround stories with enormous upside potential over the next few years.

Since then, the Luckin Coffee stock rebound has not disappointed, with share *surging as much as 138%*.

To be clear, it's not up, up, and away for Luckin stock from here.

The stock will remain exceptionally volatile – subject to 20%-plus single-day rallies and drops – because the path forward still lacks visibility.

But... that path forward is gaining visibility... and as it does, it's becoming clearer and clearer that Luckin will survive its accounting fraud scandal, and emerge on the other side with an opportunity to honestly execute on its huge growth opportunity in China's burgeoning coffee market.

Specifically, those responsible for the accounting fraud have been given the boot. The company has switched auditors. The Nasdaq de-listing has already happened. The internal investigation has already been wrapped up. Some fines have already been levied, and they've been little more than slaps on the wrist.

All the while, my channel checks on Weibo (China's Twitter) and with on-the-ground sources indicate that Luckin is *still selling coffee like crazy* to young, urban Chinese consumers.

So... while the path forward will be bumpy... I still believe it will ultimately end with the stock roaring back to \$20.

GrowGeneration (GRWG) Gains on Political Tailwinds

We highlighted rapidly growing hydroponics retailer GrowGeneration in our [September 23 issue](#) as an optimal picks-and-shovel play on the forthcoming U.S. cannabis gold rush, because the company appears optimally positioned to turn into the "Home Depot for pot growers".

Since then, GrowGeneration stock has *risen as much as 15%*, mostly due to political tailwinds.

That is, over the past few weeks, polling data has increasingly tilted in favor of Joe Biden and the Democrat party, to a point where many data-driven prediction sites – like [FiveThirtyEight](#) – are predicting a "Blue Wave" in November.

I'm not saying that'll happen. But the data today is saying it is increasingly likely.

If such a Blue Wave happens, then the path towards federal legalization of cannabis becomes clear as day, and pot stocks will surge.

Perhaps none more-so than GrowGeneration, because it is a pure-play on the U.S. cannabis market alone (whereas many other public pot stocks are based in Canada).

To be sure, GrowGeneration stock doesn't need a Blue Wave to be a great long-term holding. Federal legalization of cannabis in the U.S is inevitable. As are huge long-term gains for this stock.

But a Blue Wave will provide a *meaningful near-term boost* – and to that end, if you believe Biden will win in November, you should consider taking a position in GrowGeneration stock today.

Muscle Maker Grill (GRIL) Soars as Restaurants Re-Open

In our [September 30 issue](#), we told you about a tiny healthy fast food chain by the name of Muscle Maker Grill that offered investors an explosive play on the Ghost Kitchen megatrend which has gained traction amid the coronavirus pandemic.

In just one week since that issue, Muscle Maker Grill stock has *soared as much as 42%*.

The big driver?

In early October, the company opened its first brick-and-mortar Healthy Joe's location in Tribeca (a neighborhood in New York City) – a huge post-Covid step for this company towards scaling its new Healthy Joe's concept into a national healthy sub shop.

These expansion efforts – coupled with the company's huge ghost kitchen plans, which include opening up multiple ghost kitchens in markets where the chain already has existing restaurants – should drive an enormous resurgence in this stock over the next year.

That enormous resurgence will ultimately make this past week's 42% gain look like child's play.

In case you missed any of this week's issues, we talked about...

- [CuriosityStream](#) (SAQN), a niche, factual-programming streaming platform that has an opportunity to turn into the Netflix of documentaries.
- [Lazydays](#) (LAZY), a small but rapidly expanding RV dealership that is an explosive play on one of the world's least talked about consumer megatrends.
- [Burcon NutraScience](#) (BUROF), a micro-cap plant protein producer that provides the engineering foundation for the plant-based food revolution.
- [MicroStrategy](#) (MSTR), a unique business intelligence company that is pioneering a breakthrough solution to fix the Intelligence Economy's biggest flaw.

- [The Very Good Food Company](#) (VRYF), an undiscovered plant-based meats maker with an opportunity to become the next Beyond Meat

As the Shroom Boom Goes Mainstream, This Small Stock Could Soar by As Much As 30X

By Luke Lango October 12, 2020

Oftentimes, the best way to score enormous returns in the stock market is by buying leading stocks in emerging megatrends... *before those megatrends go mainstream.*

That's why you should consider buying psychedelic stocks today.

Arguably the most defining pharmaceutical megatrend of the 2020s will be what we like to call the Shroom Boom - or the mass de-stigmatization, legalization and utilization of psychedelic-inspired medicines for the treatment of various mental health disorders.

Antiquated beliefs that psychedelics like "magic mushrooms" and MDMA are "bad for you" *are being thrown out the window*, and replaced by a wave of academic research which shows that the active ingredients in these psychedelics can actually provide meaningful benefits for patients suffering from depression, anxiety, anorexia, addiction, etc.

We've told you about this Shroom Boom before. Indeed, back in late June, we told you to consider buying micro-cap [MindMed](#) stock to play this Shroom Boom.

But, for the most part, we were the only ones talking about this emerging megatrend.

Until now...

Over the past few months, the Shroom Boom has started to go mainstream.

Multiple Netflix documentaries – like *Have a Good Trip: Adventure in Psychedelics* and *The Business of Drugs* – have shone a favorable light on psychedelics in 2020.

Last month, UC Berkeley launched a new center for psychedelic science and education, with its media relations department saying in a press release:

“Fifty years after political and cultural winds slammed shut the doors on psychedelic research, UC Berkeley is making up for lost time by launching the campus’s first center for psychedelic science and public education.”

Last week, widely followed Freakonomics did a podcast on psychedelic-inspired medicines.

Also last week, Joe Rogan – the king of podcasts – highlighted psychedelics in a segment.

The barriers are being broken. It has started. The Shroom Boom is going mainstream.

That’s why MindMed stock has *soared as much as 162%* since we first highlighted it in late June, with most of those gains coming in the past few weeks.

It’s also why MindMed stock shouldn’t be the only psychedelic stock in your portfolio.

This is a \$30+ BILLION market in the making – and multiple stocks will score 1,000%-plus returns over the next decade as this market disrupts the mental health treatment status quo.

In today’s edition of *The Daily 10X*, we will tell you about another small-cap stock that is pioneering a new era of psychedelic-inspired medicines – one which could, much like MindMed, *soar by much more than 1,000%* over the next few years.

The Leader in Psilocybin Treatments with Visibility to 30X Gains

We highlighted MindMed back in late June because it was – at the time – the most established public company pushing forward on psychedelic-inspired medicines.

I say “at the time” because that’s no longer true.

In mid-September, the true leader of the Shroom Boom – COMPASS Pathways (CMPS) – finally came public via an IPO that was a huge success.

For a few reasons, COMPASS Pathways is the unrivaled leader in psychedelic-inspired medicine commercialization – and, by extension, *the best bet on the Shroom Boom*.

First, the company has a leading, proprietary psychedelic treatment that is *already going through clinical trials*.

COMPASS is hyper-focused on using the active ingredients in “magic mushrooms” – something called psilocybin – to treat treatment-resistant depression, or TRD.

The company has created a proprietary psilocybin formulation dubbed COMP360 which completed Phase 1 trials in 2019, in which the treatment was shown to be “well-tolerated.” Phase 2 trials have commenced in 2020. Results are expected in late 2021.

Importantly, this timeline puts COMPASS miles ahead of everyone else in this space. Most of COMPASS’ peers are in the experimentation phase, still trying to come up with their own proprietary psychedelic-inspired medicines... meanwhile, COMPASS is in the midst of clinical trials.

Second, COMPASS’ board includes some of the pharma industry’s *brightest stars*, and its early backers include some of the world’s *most well-respected VCs*.

The former Chairman of Johnson & Johnson sits on COMPASS’ board. So does the former Director of the US National Institute of Mental Health. And the former executive director of the EMA. The board also counts leading psychiatry professors from Stanford, Harvard, and Imperial College London as members.

As if that roster weren’t enough, legendary VC investor Peter Thiel – best known as Facebook’s first investor – also owns a 7.5% stake in COMPASS.

So... if anyone is going to crack the code of making a best-in-market psilocybin treatment for depression... it’s going to be these guys.

Third, the company has a *clear pathway* to being first-to-market – and *first mover’s advantage matters* in the Shroom Boom.

Because COMP360 is already in Phase 2 trials and because the team here knows a thing or two about commercializing therapeutics, COMPASS has a clear pathway to being first-to-market with a FDA-approved psychedelics-inspired treatment.

That’s a big deal, because FDA approval takes a long time, meaning that COMPASS will likely have a two- to three-year window in the 2020s in which COMP360 will be the *only* psych treatment out there – a period long enough for COMPASS to establish dominance in the market.

How big is this market?

Well, the global anxiety and depression treatment market measures somewhere around \$20 billion. Plus, COMPASS can leverage its psilocybin treatment to address other markets like addiction and ADHD, which together comprise a \$12 billion treatment market.

So, you're talking a total addressable market north of \$30 billion.

COMPASS projects as the leader in that market.

Is 20% market share doable? Absolutely. That would put COMPASS' annual sales at \$6 billion.

Pharma stocks today fetch around a 5-times sales multiple. That implies a potential future market cap for COMPASS of \$30 BILLION.

The company's current market today is \$1.2 billion.

Not many stocks out there have a realistic chance to rise 30X over the next several years... COMPASS is one of them... and for that reason alone, this stock should be on your radar today.

Key Company Details

Company Name	COMPASS Pathways plc
Ticker Symbol	CMPS
Share Price	\$34.61
Current Market Value	\$1.2 Billion
Annual Revenue	N/A
Catalyst	2020s Shroom Boom

As Charging Stations Become the New “Gas Pumps,” This Tiny Stock Will Become the New Shell

By Luke Lango October 13, 2020

No charging stations. No electric vehicles.

We told you this a month ago to underscore the big picture idea that the mass electrification wave rippling across transportation vehicles, will be accompanied by a mass electrification wave across transportation infrastructure.

That is, as EVs replace gas cars, EV charging stations will replace gas pumps.

It's that simple.

So... we highlighted Blink Charging (BLNK) – a tiny, emerging EV charging company with huge long-term upside potential.

Since then, Blink stock has *soared as much as 43%*.

Needless to say, it's been a win.

But... as you may recall... we also told you that Blink Charging was the *second* largest EV charging company in North America.

The largest?

Well... a month ago, it wasn't public.

Now, it is.

In today's edition of *The Daily 10X*, we will tell you all about this EV charging giant – and show you how it could turn into the next Shell as EV charging stations replace gas pumps globally.

Leveraging Network Effects to Dominate the EV Charging Market

The largest EV charging company in North America is ChargePoint, which is just now coming public through a reverse merger with blank-check company Switchback Energy Corporation (SBE).

ChargePoint – much like Blink and pretty much every other EV charging company out there – operates on a hardware-plus-software model, where the company sells both physical EV charging ports as well as an end-to-end software platform to manage those charging ports.

Nothing special there about ChargePoint.

But... what is extremely special about ChargePoint is its *unrivaled size* and *expansive dominance* in the EV charging market.

The company operates over *100,000 charging ports*, and commands 73% EV charging station market share in North America – making it 7X larger than the closest competitor.

This size is a huge advantage because of network effects.

On the commercial side, roughly *62% of the Fortune 50* – including Facebook, Netflix, Salesforce, Microsoft, and Adobe – already deploy ChargePoint charging stations at their corporate offices.

ChargePoint should be able to leverage this already huge and very well-known commercial client portfolio to keep winning over more corporate office contracts. After all, if I'm a CEO and I'm looking for EV charging solutions, I'm going to do whatever the leading tech companies are doing – and quite literally all of them are ChargePoint customers.

Thus, there is clear visibility to ChargePoint dominating the commercial workplace vertical of the EV charging market for the foreseeable future.

The same is true across the education, hospitality, and residential verticals, where ChargePoint counts Harvard, Stanford, Best Western, Disney, and Brookfield Partners as customers (among many, many others).

ChargePoint will similarly leverage existing robust partnerships in those verticals to sustain market dominance.

Meanwhile, from a consumer-facing perspective, ChargePoint has teamed up with auto makers like BMW so that their charging locations are seamlessly integrated

into in-car navigation systems... *and* the company has a widely downloaded app which allows EV drivers to easily locate ChargePoint charging stations.

All of that will push ChargePoint to top-of-mind for consumers, which should provide a huge tailwind for ChargePoint in its pursuits to also dominate the at-home residential EV charging market.

All in all, the network effects at play here are *powerful* and *pervasive*.

Indeed, they're so powerful and pervasive that – as EVs replace gas cars over the next one to two decades – ChargePoint will very likely replace Shell as the world's largest "refueling" station operator.

Of course, that implies enormous upside potential for ChargePoint stock.

Management is targeting cumulative EV charge port deployments across all of North America and Europe of roughly ~1.3 million by 2026. That seems entirely sensible to me, given that: 1) there are 1.2 million gas station pumps in the United States alone, and 2) there will be more EV charging stations than gas pumps at scale given the former can be flexibly deployed in homes, at offices, etc.

Indeed, I believe that number will grow to 2+ million by 2030.

Management is targeting annual revenue per active port of about \$1,500, with EBITDA margins of roughly 20% (a number which I think can hit 25% with economies of scale).

Using those inputs, ChargePoint 2030's numbers could look something like *\$3 billion in revenue* and *\$750 million in EBITDA*.

The median 2021 EV/EBITDA multiple across comparable clean energy stocks in the market today is 28X.

Based on that multiple, ChargePoint could be worth over \$20 billion one day. And... if the company continues to grow at blitzing speeds into the 2030s... a valuation closer to \$40 or \$50 billion is not out of the question.

ChargePoint's market cap today is around \$4 billion.

So... if you're looking for a big win in the EV space... you should consider taking a position in ChargePoint stock today.

Key Company Details

Company Name	Switchback Energy Acquisition Corporation
Ticker Symbol	SBE
Share Price	\$14.66
Current Market Value	\$595 Million
Annual Revenue	N/A
Catalyst	Electric Vehicle (EV) Megatrend

A Tiny Company at the Heart of Tomorrow's Enormous EV Battery Tech Breakthrough

By Luke Lango October 14, 2020

When it comes to electric vehicles, it's all about the battery.

The battery is, after all, the “engine” of an electric vehicle. It is what makes the car go. The better the battery, the better the electric vehicle.

What determines the driving range of an EV? The battery.

What determines the life span of an EV? The battery.

What determines the cost of an EV? The battery.

What determines the safety of an EV? The battery.

Get the point?

The battery determines everything about an EV – and therefore, the key to unlocking a new generation of EVs that drive thousands of miles, last dozens of years, cost less than \$20,000, have unmatched safety, and ultimately save our planet from global climate change, lies in... you guessed it... creating a new generation of breakthrough battery systems.

That is no small feat.

The science behind the ideation and production of these next-gen battery systems is super complex, super hard, and one of the biggest challenges in the engineering world today.

So... over the past few years... some of the world's top engineers have risen to this challenge... and created standalone companies focused solely on delivering a breakthrough battery solution that will forever alter the \$2 TRILLION global transportation market.

Needless to say, whichever company comes up with this breakthrough solution will generate enormous value – and *early investors in that company will generate enormous wealth.*

In today's edition of *The Daily 10X*, we will tell you about one emerging and promising battery tech company that has a strong opportunity to turn into the leader in the commercial vehicle battery market over the next decade – an opportunity that could see this tiny stock soar to sky-high levels.

An Emerging Dominant Force in a Highly Specialized & Absolutely Necessary Component of the EV Supply Chain

A lot of EV battery tech companies have emerged out of the woodworks in recent years as it has become clear as day that electrification is the future of transportation.

Make no mistake. Most of them will fail.

That's just how hypergrowth markets work. In the early days, you have tons of hopeful startups trying to change the world. At the end of the road, though, only one or two of those startups do end up changing the world, while the rest go bankrupt.

So... when investing in emerging hypergrowth markets... you should *only invest in the best-of-the-best.*

In the emerging EV battery tech space, freshy public Romeo Power (RMG) is the best-of-the-best: a company that, at the end of the road, will very likely be changing the world.

The Vernon, CA-based company designs and builds battery modules, battery packs, and battery management systems (BMS) for all commercial electric vehicles, so everything from Class 1 to Class 8 trucks.

This a very critical, downstream component of the EV battery manufacturing supply chain.

Romeo essentially takes raw battery cells (which are made by another company), and turns them into usable and functional battery packs, which are then sold directly to the commercial vehicle manufacturers themselves, like Freightliner and Lonestar.

In other words, unless Romeo Power converts battery cells into battery packs, *EVs don't make it on the road.*

And the science behind converting battery cells into battery packs is super complex because that's where all the "magic" happens – where you do things like module design, thermal management, electro-mechanical engineering, and the like, all of which are what ultimately make the battery *last longer, recharge faster, cost less, and be safer.*

So... because the battery module, pack, and management system construction process is a highly specialized and absolutely necessary component of the EV supply chain... whoever dominates this niche, will be an incredibly valuable company at scale.

For a few reasons, Romeo Power is most likely to emerge as the dominant player here.

First, the company was founded by and is still led by the *right* people.

Romeo was founded in 2016 by former Tesla engineers, former SpaceX engineers, and Mike Patterson, a serial entrepreneur whose three previous startups were huge successes that scored big exits via buyouts from Proftline, Juniper, and American Express.

Second, this is an engineering-focused company that is *attracting top notch talent.*

About 60% of the company's current employees are battery-specific engineers, and it's very clear from the company's marketing materials that engineers are the heartbeat and most celebrated individuals in this org. Top notch engineers like to work at places where they are celebrated, and where they are solving some of the world's most challenging problems. Romeo Power is both of those things – so it's no wonder that the company's roster has alums from some of the top engineering schools in the world, like MIT and Caltech.

Third, Romeo already has a state-of-the-art, 113,000 square foot production facility that is producing usable battery packs.

Romeo opened a huge production facility in LA in 2017, and ever since, has been designing, manufacturing, and testing battery packs. Earlier this year, the company launched its Hermes batteries, which are currently going through customer trials.

Fourth, the battery packs Romeo is producing are best-in-breed.

Romeo's battery packs are the *most energy dense packs in market* (with a gravimetric energy density of nearly 200 Wh/kg), *some of the fastest recharging packs* (recharge times of less than 30 minutes), and *the safest* (Romeo has developed a unique process which prevents thermal incidents from propagating between cells).

It's no wonder that Romeo already has contracts with customers that represent *nearly 70% of the North America Class 8 trucking market today*, including Freightliner and Peterbilt.

Or that the company has about \$2.4 billion in revenue under advanced negotiations, with customers like BMW, John Deere, and Lonestar.

Folks... the writing is on the wall here.

Romeo Power is the REAL DEAL... and if anyone is most likely to emerge as the dominant commercial EV battery pack maker of the future, it's Romeo.

How big is the commercial vehicle market globally? Over \$650 billion.

What's Romeo's market cap? About \$1.3 billion.

You can connect those dots yourself. Romeo Power stock is, without a doubt, an explosive picks-and-shovels play on the commercial EV revolution, that needs to be on your buy radar today.

Key Company Details

Company Name	RMG Acquisition Corp.
Ticker Symbol	RMG
Share Price	\$10.54
Current Market	\$300 Million

Value

Annual Revenue N/A

Catalyst Electric Vehicle (EV)
Megatrend

Solar, Wind & Hydrogen Are Great. But This “Sleeper” Clean Energy is Ready to Wake Up & Charge Higher

By Luke Lango October 15, 2020

What do you think of when I say “*renewable energy*”?

Probably wind. Maybe solar. Maybe hydrogen.

Those are, after all, the three largest renewable energy sources on the planet – and in the midst of a global clean energy revolution, they’ve attracted a lot of hype on Wall Street.

The First Trust Global Wind Energy ETF is up 40% over the past year, while the Invesco Solar ETF is up 140% and Plug Power – a leader of the hydrogen economy which [we told you about when it was still a penny stock](#) – is up 540%.

But... there’s another, entirely overlooked and ostensibly counterintuitive renewable energy source which could be the *next big thing in the clean energy revolution*.

Ladies and gentlemen, meet renewable natural gas (or RNG, for short).

RNG is an emerging alternative energy source that – while it does emit CO2 during the combustion process – simultaneously reduces methane emissions because it is sourced from methane-rich animal, industrial, and food waste.

Methane emissions are worst for the environment than CO2 emissions, since the former absorbs heat far better. Thus, by increasing CO2 emissions but reducing

methane emissions, RNG is net carbon-negative and actually a very helpful tool in combatting climate change.

Of course, the big upside of RNG is economically-rooted: unlike solar, wind, and hydrogen, you don't need to build out new infrastructure to make RNG work.

It is compatible with existing natural gas infrastructure.

To be sure, though, RNG is not the sole future of clean energy. Hydro, solar, and wind still project as the largest clean energy sources in the future because they are truly zero emissions.

But RNG will factor into the clean energy revolution, for its cost advantages and decarbonizing potential, especially in certain end-markets where zero-emission energy sources simply aren't cutting it in terms of costs or performance.

One such market? The \$800 billion global trucking market, where plug-in electricity solutions are not good enough and hydrogen solutions are too expensive.

In today's edition of *The Daily 10X*, we will tell you about one small company that is pioneering a disruptive RNG solution in the global trucking market – a journey which could ultimately result in its stock price soaring over the next decade.

Pioneering a Disruptive RNG Solution in a Huge \$800 Billion Market

Amid the recent wave of hypergrowth companies going public through SPACs, it's easy to lose particular names in the shuffle.

But one name you should not lose sight of amid the SPAC boom is Hyliion (HYLN).

Hyliion builds electric powertrains for heavy-duty, Class 8 commercial trucks.

Sure, this market is very competitive. But Hyliion has one big advantage over all of its competition: renewable natural gas.

That is, as opposed to running on a plug-in battery like Tesla's semitruck or a hydrogen fuel cell like Nikola's proposed commercial truck, Hyliion's electric powertrains are powered by RNG – the only clean-energy source in the trucking market that is both *immediately usable* and *exceptionally cost-effective*.

RNG is immediately useable because it's a plug-and-play solution with existing natural gas infrastructure, which comprises 729 Class 6-8 refueling stations across North America (versus less than 20 hydrogen and electric Class 6-8 recharging stations, combined).

Meanwhile, it's exceptionally cost-effective because current RNG prices hover around *\$1 per diesel gallon equivalent*, while hydrogen and electricity prices – though steadily falling – still sit staunchly north of \$5.

To that end, RNG will be the face of the clean energy revolution in trucking for the next several years (Deloitte projects that, by 2026, about 80% of all alternative drive systems in heavy duty trucks will be based on natural gas).

Hyllion is positioned with a best-in-breed powertrain platform – dubbed the Hypertruck ERX – that is due to start deliveries in 2021/22.

Just look at the numbers here. The Hypertruck ERX has:

- Driving range of *1,300 miles*, ~70% more than Nikola's hydrogen truck (750 miles) and about 160% more than Tesla's semi-truck (500 miles).
- A payload capacity of *53,000 pounds*, ~10% more than Nikola (48,000 pounds) and ~20% more than Tesla (43,000 pounds).
- A full recharge time of *just 10 minutes*, the same as Nikola's hydrogen truck and one-third that of Tesla's semi-truck.
- A 0-to-60 miles-per-hour pick-up time of *20 seconds*, on par with Tesla's semitruck and 10 seconds shorter than Nikola's hydrogen truck.

In other words, Hyllion's Hypertruck ERX is the best clean-energy long-haul truck technology platform in the market... meaning it is ready to lead the clean-energy disruption of the Class 8 trucking market.

This isn't a small market.

Globally, about 1.7 million heavy-duty commercial vehicles (HCVs) are sold every year. Let's say this market follows the passenger car electrification arc, and that by 2030, more than 30% of new HCVs sold are built on alternative drive systems.

That implies 500,000 alternative drive HCVs sold in 2030. Hyllion should be able to win ~20% market share with its economic and highly feasible RNG powertrains, implying ~100,000 units sold in 2030.

The company's internal financials imply average annual revenue per powertrain of over \$60,000, while EBITDA margins at scale should rise towards 35%.

Under those assumptions, Hyllion should clear *\$2 billion in EBITDA* in 2030.

High quality truck components suppliers can fetch a 15X EBITDA multiple. That implies a potential future enterprise value for Hyllion of \$30+ BILLION... versus a market cap of ~\$5 billion today.

So, don't let this SPAC get lost in the mix... instead, highlight Hyliion stock, put in on your radar, and if you're bullish on RNG's critical role in the clean energy revolution, then maybe consider buying the stock today.

Key Company Details

Company Name	Hyliion Holdings Corp.
Ticker Symbol	HYLN
Share Price	\$29.73
Current Market Value	\$4.5 Billion
Annual Revenue	N/A
Catalyst	Clean Energy Revolution

Forget Plant Meat. This Tiny Creamer Company Offers a More Explosive Way to Play the Vegan Revolution

By Luke Lango October 16, 2020

When talking about the plant-based food revolution, everyone's mind immediately goes to Beyond Meat and plant-based meat.

Reasonably so. Beyond Meat is the biggest name in the vegan foods space, and the meats vertical is the most valuable segment of the grocery industry.

But did you know that plant-based meat is actually *lagging* in this whole vegan revolution?

In 2019, plant-based meat accounted for just 1% of all dollar sales of total retail meat at U.S. grocery stores.

Many other plant-based categories – like milk – are at double-digit penetration of U.S. grocery store sales.

Of course, this begs the question... if not plant-based meat, then which plant-based food category is leading the vegan revolution?

Creamers.

Yep. Creamers. The coffee add-on which is used to lighten and sweeten black coffee and espressos.

In 2019, creamers were near the top of the list when it came to plant-based penetration (*>3% retail sales penetration*) and at the top of the list when it came to growth (*plant-based creamer sales rose 34% in 2019, versus 18% growth for plant meat and 5% for plant milk*).

So... if you're looking to invest in the vegan revolution... it may be best to actually skip the plant-based meat sector altogether... and instead go all-in with surging plant-based creamers.

In today's edition of *The Daily 10X*, we will tell you about one freshly public, emerging vegan food company that has a compelling opportunity to disrupt the \$3 billion U.S. creamer market over the next few years – a stretch in which this stock could soar several hundred percent.

Surfing Through a Veganism Explosion to Score Huge Long-Term Gains

Action sports followers will know the name Laird Hamilton.

In the surfing world, the man is a legend – a big wave surfer who has been at it for decades, tackling some of the world's tallest, longest, and most ferocious waves from Malibu to Tahiti.

Throughout the many years of doing something that makes the rest of us go, "*How do you do that?!"*", Hamilton has developed a unique superfood formulation which he credits for his ability to stay sustainably hyper-energized.

The secret sauce?

A little coconut and some Aquamin – a mineral-rich, calcified sea algae harvested off the coast of Iceland with multiple health benefits ranging from improved bone health and mobility to gut cleansing.

Smash the two together into a unique plant-based powder. Add it to coffee as a creamer. And *voila...* you have the Hamilton special, which provides abundant clean and functional energy.

In 2015, Hamilton started his own plant-based food company – Laird Superfood (LSF) – and, of course, began by commercializing his signature creamer under the Original Superfood Creamer brand.

Public reception to the product was exceptionally favorable, with customers loving the *clean label, solid energy-boost, and authentic flavor* – a refreshing break from the tired, old, and often highly processed Nestle creamers that dominate the market.

Ever since, Laird Superfood has been on a mind-boggling growth trajectory, as the company has:

1. Expanded its product portfolio beyond the Original Superfood Creamer to include other flavored creamers, its own plant-based coffee and hot chocolate mixes, coconut water, and more;
2. Grown retail distribution to 5,500 door locations;
3. Built a super strong direct-to-consumer business through Lairdsuperfood.com and Amazon.com.

Net net, Laird's sales were \$568,000 in 2016.

By 2019, they stood at \$13.1 million... *up 2,200%*. So far in 2020, Laird's sales are up *another 104%*.

This hyper-growth won't stop anytime soon.

Over the next several years, consumer demand for healthier foods and cleaner labels will continue to surge, buoyed by the fact that younger consumers – who are more health and environmentally conscious than their parents – are becoming a bigger and bigger driving force of the economy.

As this happens, consumers will continue to ditch Nestle's highly processed creamers, and adopt natural plant creamers.

Laird should be able to leverage its *unique Aquamin superfood ingredient, pro-surf and chill-lifestyle branding, widespread customer recommendations, and strong DTC business* to become one of the most popular plant creamer makers in the market.

That's a big deal, because the current creamer giants – Nestle and Danone – make \$200 to \$350 million every year from their creamer lines alone.

Laird has opportunity to do that one day.

Plus, the company has all of its other plant-based powder products *and* management expects to keep launching new products, keep growing its retail presence, and keep expanding its DTC business.

“We’re trying to build the next big food platform,” Laird’s CEO Paul Hodge told Barron’s before the company’s September IPO.

I think they can do just that.

If they just dominate the plant creamer market in America, my numbers say that Laird – which is worth about \$400 million today – could be worth well over a billion dollars one day.

Key Company Details

Company Name	Laird Superfood, Inc.
Ticker Symbol	LSF
Share Price	\$44.00
Current Market Value	\$405 Million
Annual Revenue	\$19 Million
Catalyst	Plant-Based Food Megatrend

Weekly Update: A Record Earnings Season Will Keep the Rally Alive

By Luke Lango October 17, 2020

It's game time.

The third quarter earnings season is here, and it's time for corporate America to show us that they've weathered and trumped the Covid-19 crisis.

So far, *so good*.

Around 22 companies from the S&P 500 have reported Q3 earnings so far. 20 of them (91%) have topped earnings estimates – and the beats aren't small, with reported earnings coming in roughly *25% above expectations*.

That's very impressive.

If corporate America can keep this up, the stock market will keep climbing ever higher.

Why? Because if Q3 earnings do end up being 25% better than expected, then *forward earnings estimates will move markedly higher*. You could see 2021 earnings estimates move as much as 15% higher.

The consensus 2021 earnings per share estimate for the S&P 500 currently sits at \$166. A 15% revision higher would put 2021 estimated earnings at \$190.

With the 10-Year Treasury Yield sitting just below 1%, the "Rule of 20" states that an appropriate forward earnings multiple for the market is 19X – and a 19X multiple on \$190 in 2021 estimated earnings implies a 2020 price target for the S&P 500 over 3,600.

So... that's the math behind why stocks will keep moving higher if Q3 earnings keep blowing estimates out of the water.

But is that possible?

Entirely so. The S&P 500's biggest constituents – Facebook, Netflix, Amazon, Alphabet, Nvidia, Apple, etc – have yet to report Q3 earnings, and all those companies are well positioned to report monstrous numbers.

So... this earnings season will drop jaws... and push stocks to new highs.

Against this favorable backdrop, growth stocks should continue to outperform value stocks with rates stuck at zero, while small growth stocks should continue to outperform large growth stocks because – for various reasons – U.S. presidential elections tend to be *exceptionally bullish* for small stocks.

Since 1980, the Russell 2000 has averaged an impressive 15% return in the year after a presidential election.

Put it all together, and the takeaway is crystal clear: buy and hold high-quality, innovative, and disruptive small-cap growth stocks.

It just so happens that those are the types of stocks that we tell you about every day.

With that in mind, let's dive into this edition of *The Daily 10X Weekly Update*, and break down some *DTX* stocks that have staged big moves over the past few weeks.

NIO (NIO) Keeps Sprinting Higher

In our [May 27 issue](#), we told you about a tiny Chinese premium EV maker by the name of NIO that we said was quietly turning into the next Tesla.

At the time, NIO's stock price was \$4.

This week, the stock came within inches of taking out the \$30 level... meaning NIO stock has *soared as much as 630%* since we first highlighted it in late May.

Why the enormous rally?

Wall Street is starting to figure out that, indeed, NIO is the next Tesla.

The company is absolutely killing it in China's luxury EV market, creating the market's best performing cars, with unrivaled branding, and selling them at competitive prices – all against the backdrop of booming EV demand in China.

Where does NIO stock go from here?

Only higher.

This company is going to sell millions of premium EVs to Chinese consumers over the next several years, produce tens of billions of dollars in revenues, and net billions of dollars in profits.

Given that growth outlook, NIO – with a market cap of just \$35 billion today, versus Tesla's \$400+ billion market cap – is far from done rallying.

We've upped our long-term price target on NIO stock to \$60 – meaning the stock still has another 100% upside potential from current levels before it's maxed out.

ElectraMeccanica (SOLO) Soars Ahead of Launch

Although Americans traditionally like big cars, we cited shifting demographic and economic trends in our [August 4 issue](#) as big reasons why ElectraMeccanica will sell a lot its small, single-seater, three-wheel Solo EVs over the next decade.

ElectraMeccanica stock has caught fire over the past two weeks, *soaring as much as 35%*, just two months ahead of those Solo EVs making their debut in America.

Specifically, in late August, ElectraMeccanica started mass production of its Solo EVs in China. Management expects those Solo cars to start hitting customers' driveways by late November / early December.

That's a big deal, because as of late 2018, ElectraMeccanica's order book comprised over 60,000 pre-orders for a total value of \$2.4 billion.

The company's market cap today is \$200 million.

So... if management can execute on mass production, fulfill the company's order book, and drum up more demand among young consumers on the West Coast (where ElectraMeccanica has rolled out retail shops)... then this tiny stock could be on the verge of a huge upswing over the next 12+ months.

This upswing could easily see ElectraMeccanica stock rise *several hundred percent* rather quickly.

Axon (AAXN) Takes Flight on Political Hopes

Back in our [June 3 issue](#), we told you that a small technology company by the name of Axon was on the cusp of pioneering transformative change across the law enforcement industry, and that the company would one day turn into the ubiquitous digital backbone of modern policing.

Axon stock has caught fire over the past month, with shares *rising as much as 30%* during that stretch, mostly because of political tailwinds.

Specifically, also over the past month, Joe Biden has emerged in betting markets and polls as the clear leader in the 2020 U.S. Presidential Election race. A Biden win would be huge for Axon, because Biden has continuously stressed that he wants to simultaneously increase police funding *and* push for law enforcement reform.

In other words, a Biden administration would give law enforcement agencies more money, and require that they spend that money on new technologies which increase transparency and community safety, like body cameras, smart weapons, dash cameras, etc.

That's the perfect environment for Axon, a company that sells all of those things.

So... if Biden does win in November... Axon stock is set up to have a great 2021. And, if Trump wins, Axon stock will still have a great 2021, because increased usage and deployment of technology across the law enforcement sector is a megatrend that will supersede politics.

Beyond Meat (BYND) Gains Momentum

In our [June 1 issue](#), we raised eyebrows when we called plant-based meat maker Beyond Meat the Tesla of the burgeoning plant food industry, and a \$100 billion company in the making.

That controversial bull thesis has played out perfectly.

Since then, Beyond Meat stock has *soared as much as 47%*, largely because the brand – and the entire plant meat movement – are gaining significant momentum.

Over the past two months alone, Beyond Meat has:

- Launched new lines of plant-based sausage links and meatballs at various grocery stores across the U.S.
- Won a deal with McDonald's UK to launch a brand-new vegan burger.
- Scored super high marks among teenagers in Piper Jaffray's semi-annual Taking Stock with Teens survey.
- Tripled Beyond Burger distribution at Walmart stores.
- Doubled Breakfast Sausage Patties distribution at Kroger stores.
- Opened a major production facility just outside of Shanghai.
- Expanded its product offerings with Starbucks.

That's all in *just 60 days*.

Folks... the plant-based food megatrend has arrived. It's not going anywhere, anytime soon. It will inevitably and eventually disrupt the entire food industry, and by the end of the decade, a significant portion of *everyone's* diet will be plant-based.

Beyond Meat – with its unrivaled branding, technology, distribution, and production advantages – is the Tesla of this burgeoning megatrend.

I'm more confident than ever that this will one day be a *\$100 billion* company.

The market cap today sits around \$11 billion.

Crocs (CROX) Gains on Successful Bieber Shoe Launch

Calling Beyond Meat the Tesla of plant-based meat was a bold claim. But... what was even bolder was when, in our [June 11 issue](#), we said that “ugly” sandal maker Crocs was positioned to be the next Nike.

Your eyes may have rolled when you first read that. But guess what? Crocs stock has *soared nearly 70%* since then.

What’s going on?

For various reasons ranging from the over-saturation of social media to the Covid-19 pandemic, the fashion world is increasingly and permanently pivoting towards valuing function over form, comfort over style, and utility over flashiness – and in this new fashion world, Crocs’ ultra-comfy, ultra-cheap, multi-purpose sandals are the “it” shoe.

The emerging Crocs fashion trend is now going mainstream.

This past week, Justin Bieber – arguably the most popular, influential, and widely followed pop star – launched a Crocs collection.

Of course, that collection sold out in minutes. More importantly, it appears that as a result of the Bieber collaboration, Crocs brand awareness is [soaring to all time highs](#).

I don’t see the Crocs fashion wave losing any steam anytime soon.

By that same token, Crocs stock should keep powering higher, and higher, and higher.

In case you missed any of this week’s issues, we talked about...

- [COMPASS Pathways](#) (CMPS), the most mature, established, and well-equipped player in the world-changing and potentially enormous Shroom Boom.
- [ChargePoint](#) (SBE), the world’s largest EV charging network operator which could turn into the next Shell as charging stations replace gas pumps.
- [Romeo Power](#) (RMG), an exciting, up-and-coming EV battery tech company with a huge opportunity to become the most important auto parts supplier in the world.
- [Hyllion](#) (HYLN), an emerging company which – thanks to its novel, breakthrough clean energy solution – will lead the de-carbonization wave in long-haul trucking.

- [Laird Superfood](#) (LSF), a niche plant-based food company led by a former big wave pro surfer that is rapidly taking over the coffee creamer market.

Forget DraftKings. This Small Stock Offers a Far More Explosive Way to Play the iGaming Boom

By Luke Lango October 19, 2020

Covid-19 changed the world in a lot of ways.

Perhaps most obviously, *it accelerated the world's shift into the modern digital era.*

During the pandemic, we have all shopped online more. Ordered more food through delivery apps. Spent more time on Facebook, Instagram, and Twitter. Watched more Netflix shows. Engaged more with digital work platforms like Slack and Teams.

You know what else we did more of during the pandemic?

Gambled online more.

In New Jersey – which is home to America's most established and mature online gambling market – iGaming revenues *rose an astounding 40%* from January to April 2020.

This is not a temporary shift.

Much like the e-commerce and the streaming TV shifts, the 2020 shift to online gambling is a permanent acceleration into the future of the \$100 billion gambling world.

Why?

For all the same reasons that Amazon is the future of shopping and Netflix is the future of media.

iGaming offers consumers an equally great experience as in-casino gambling, with superior *convenience*, *access*, and *affordability* (you can play a game of virtual poker or black jack, and win real money, by just sitting at home and clicking a few buttons on your computer).

Sure, online gambling is only actively legal in three states today – New Jersey, Pennsylvania, and Michigan. But with [the overturning of PAPSA in 2018](#), growing consumer interest in online gambling, and physical casino shutdowns in 2020, there is ample and growing momentum across many states to legalize iGaming over the next few years.

The floodgates are opening.

As they do, the iGaming market will go from niche today... to enormously mainstream by 2030.

That's why the stock market is getting so excited about DraftKings stock. The online gambling and sports betting platform has seen its stock *roar 275% higher* since its Nasdaq listing just six months ago.

But this won't be a winner-take-all market. Just as the Las Vegas Strip is littered with multiple equally-big casinos, the iGaming world will similarly be littered with multiple equally-big online gambling platforms.

In today's edition of *The Daily 10X*, we will tell you about a small-cap, under-the-radar iGaming company that projects as one of those long-term winners – and which could significantly outperform DraftKings stock over the next decade amid the iGaming boom.

The MOST Explosive Way to Play the \$100+ Billion iGaming Revolution

In New Jersey's iGaming market, there are five large players, all with roughly 10% to 20% market share.

One of them is DraftKings, and already priced for enormous success at a near \$20 billion market cap.

One of them is FanDuel, and that company is still private.

Two of them are small divisions at much larger physical casino operators – MGM and Caesars.

Only one of them is a separate public entity with an attractive valuation, and that's our company of the day: Golden Nugget Online Gaming (LCA).

You may recognize the name “Golden Nugget.” That’s because it’s a large casino brand with properties in Las Vegas and Atlantic City, which itself is part of a bigger hospitality company named Landry’s that owns 600 shopping outlets, 3 hotels, 2 amusement parks, and 5 casinos across America.

Golden Nugget Online Gaming – or GNOG, for short – is a pure iGaming spin-off of that larger physical casino business, that recently came public through a reverse merger with blank-check company Landcadia Holdings II.

GNOG offers virtual poker, virtual black jack, virtual slots and much more through a desktop website and mobile application. Today, the company operates exclusively in the New Jersey iGaming market, where it controls about *13% of the market*.

The bull thesis here is that GNOG will be able to leverage competitive advantages to sustain ~10% share of the iGaming market as that market booms and goes national in the 2020s.

I think this is totally doable.

GNOG – as an online casino hub – has a branding edge over platforms like DraftKings and FanDuel, because consumers looking to play slots or poker online won’t immediately think that’s doable through a sports-oriented platform.

The company also has a content edge over Caesars and MGM, as GNOG’s 870 casino content titles is 130 more than anyone else – and a lot of those titles are exclusive to GNOG, with the company launching upwards of a dozen new exclusive casino games every year.

Perhaps above all else, GNOG has a business edge over everyone with something called a “Live Dealer Studio” – which, as the name implies, enables virtual tables players to interact with a live dealer via visual and audio (the company has entire “ghost” casinos set up with just dealers, tables, and cameras).

Thanks to these enduring competitive advantages, it seems very likely that GNOG will sustain ~10% share of the iGaming market for the foreseeable future.

Most estimates peg this market at \$20+ billion at scale – based on 20% to 30% online penetration of what is growing to a \$100 billion U.S. gambling market.

10% market share implies \$2 billion in gross gaming revenue for GNOG one day. EBITDA margins today hover around 30%. Economies of scale could boost that to 40% at scale.

Connecting the dots, my numbers suggest Golden Nugget Online Gaming could do about \$600 million in net profits one day. Based on a 17X multiple – which is the

market's average forward earnings multiple over the past five years – that implies a potential future valuation for this iGaming company of over \$10 billion.

The current market cap is under \$1 billion.

So... *I say forget DraftKings...* and instead put tiny Golden Nugget Online Gaming stock on your buy radar today, since it offers a far more explosive way for you to play the iGaming boom of the 2020s.

Key Company Details

Company Name	Landcadia Holdings II, Inc. (LCA)
Ticker Symbol	LCA
Share Price	\$14.09
Current Market Value	\$557 Million
Annual Revenue	\$25 Million
Catalyst	Golden Nugget Online Gaming Acquisition

This Small Stock Will Soar as Its Core Tech Enables Breakthroughs in All of Tomorrow's Biggest Markets

By Luke Lango October 20, 2020

Believe it or not, in the technology world, *everything comes down to one thing*.

5G. Self-driving. Cloud computing. IoT. AR/VR. Robotics. All of those technologies come down to one thing: communication.

That is, these world-changing technologies are entirely useless unless the digital devices behind them can effectively communicate and interact with the real-world.

What good is a smartphone that can't understand what you're saying? Or a smart speaker that doesn't play music?

What good is a robotic vacuum that can't sense objects in the room? Or a self-driving car that can't see objects on the road?

Technology works only when digital devices can effectively communicate and interact with the real-world.

The science which enables this foundational communication is an electrical engineering field called digital signal processing (or DSP) – a highly complex science which essentially involves putting specialized microprocessor chips into smart devices so that they can turn real-world signals, into digital signals.

Throw a DSP chip into a smartphone. Now it can make phone calls.

Throw a DSP chip into a smart speaker. Now it can understand your voice commands.

Throw a DSP chip into a self-driving car. Now it can sense and react to objects on the road. *Without DSP chips, modern technology does not work.*

Of course, long-term readers know exactly what this means: DSP stocks are compelling all-in-one, picks-and-shovels plays on every single emerging tech megatrend of the 2020s.

And, because those megatrends are going to generate enormous value throughout the next decade, DSP stocks should similarly generate enormous returns.

In today's edition of *The Daily 10X*, we will tell you all about one small DSP company that is the dominant force in this market today – a reality which positions it for explosive growth as everything in our world inevitably turns into a DSP-enabled connected device.

The Most Ubiquitous Tech Company You've Never Heard Of...

Obscurity isn't always a good thing. But when it comes to DSP tech company CEVA Inc (CEVA), obscurity is creating a golden investment opportunity.

For all intents and purposes, CEVA is the 400-pound gorilla in the DSP market.

The company licenses out DSP technology to semiconductor chip and connected device makers, from a broad IP portfolio which comprises 147 patents, and essentially covers all of the market's most advanced DSP technologies.

So... if some company is building a smartphone or smartwatch with DSP technology, chances are high that the company is licensing that DSP technology from CEVA.

This is not an exaggeration.

CEVA's technology has been installed in over 11 billion connected devices globally. According to Strategy Analytics, there are only about 22 billion connected devices in the world – so, quite literally, one out of every two smart devices in the world includes CEVA technology.

Despite this ubiquity – despite the fact that you interact with CEVA technology every day – hardly anyone knows about CEVA.

Indeed, if you do a Google search for “CEVA,” the first few results are for a European logistics company by the name of Ceva Logistics (obviously, not the same company).

CEVA is that obscure.

This obscurity is reflected in the valuation.

The combined size of the technology markets for which CEVA is providing mission-critical technology? Tens of trillions of dollars.

CEVA's market cap today? *Just \$975 million.*

But... over the next few years... the number of connected devices in the world is going to boom like nothing we've ever seen before.

Every car, truck, helicopter, and plane will get connected to the internet.

Every vacuum, lawnmower, and pool cleaner will become “robotized.”

You'll start to see chefs be broadly replaced by burger-flipping robots, cashiers replaced by self-check-out kiosks, and delivery drivers replaced by self-driving delivery vans.

Smart glasses with AR technology will become a real, widely used thing. So will smart auto-fitted clothing, and smart self-regulating fridges

We are sprinting *head-first* into a world where everything and anything will inevitably turn into a digital device.

In order to function in the real world, every digital device needs DSP technology – and CEVA almost has a monopoly when it comes to the best DSP technology in the world.

To that end, demand for CEVA’s DSP technology will soar over the next decade, so much so that it will be nearly impossible for the market to stay asleep on this foundational technology giant.

Could this \$975 million, obscure yet ubiquitous tech company one day fetch a \$10+ billion market cap?

Considering the huge market opportunity here (tens of trillions of dollars) and CEVA’s dominant market positioning (~50% market share)... then, yes, *absolutely*. CEVA could one day be a \$10 billion company.

All of that is really just a long-winded way of saying something pretty simple: if you’re looking for an explosive picks-and-shovels investment in all of tomorrow’s most important technology markets, then you should consider buying CEVA stock today.

Key Company Details

Company Name	CEVA, Inc.
Ticker Symbol	CEVA
Share Price	\$43.42
Current Market Value	\$975 Million
Annual Revenue	\$99 Million
Catalyst	Digital Signal Processing Technology

By Removing Wasted Time at Work, This Workflow Management Pioneer Could Score You Giant Returns

By Luke Lango October 21, 2020

News flash: most of the time you spend at work is wasted.

Information workers – or employees who use a smartphone, PC, or tablet at least one hour every week for work (the modern “desk” job) – only spend *about 40%* of their work-time actually *working*.

What’re they doing the other 60% of the time?

Answering emails (28%).

Gathering information (19%).

Internal communications (14%).

All the busy work that’s totally necessary in order to get actual work done, but which isn’t part of the job description.

That’s all according to a new survey from McKinsey, which broadly found that because of inefficient workflow management and communication tools at the enterprise, employees are wasting most of their work time.

That same survey also offered up a very simple solution: workflow management platforms which *automate* and *streamline* all that busy work so that employees spend their work time... *actually working*.

Such workflow management platforms will increasingly become the ubiquitous norm across the enterprise over the next decade as companies remove wasted time and boost employee efficiency.

Yet... *only 62%* of companies today use workflow management platforms.

Which means that there's a whole bunch of companies out there (38%, to be exact) who will inevitably transition to workflow management software in the 2020s...

And that, of course, means right now is a great time to buy stock in companies which provide these workflow management solutions.

In today's edition of *The Daily 10X*, we will tell you about arguably the best of these companies – a freshly public, rapidly growing workflow management software provider that's due for enormous share price returns in the 2020s.

The Market's Best Solution, Best Management Team, & Best Business Model

There are a lot of workflow management platforms out there.

Monday.com. Smartsheet. Trello. Wrike. The list goes on and on.

But only one workflow management platform was founded by a former Facebook co-founder, has signed up two-thirds of the Fortune 500 as customers, and features a best-in-breed software ecosystem.

Readers, meet Asana (ASAN) – the market's *best* workflow management platform.

Asana was founded in 2008 by two head honchos at Facebook – Dustin Moskowitz, one of the co-founders alongside Mark Zuckerberg, and Justin Rosenstein, the guy who came up with the “Like” button – who left after they saw first-hand at Facebook that increased scale provided a wide array of productivity, communication, and collaboration challenges for businesses.

In the 12 years since then, Moskowitz and Rosenstein have leveraged their track record and reputations to attract a very talented, very enthusiastic team of software engineers that have built out the world's best workflow management software.

What makes Asana so great?

A few things.

For starters, much like Facebook, the user interface is *super intuitive*, with a simple, fluid, easy-to-learn workflow across the whole ecosystem. Essentially, anyone with any background using a website (which is... all of us) can efficiently use Asana.

Asana was also one of the first companies in this space, and as a result, the platform offers an *unparalleled number of integrations* with other software platforms. Plus, Rosenstein and Moskowitz are – likely because of their Facebook days – mobile-obsessed, and have therefore designed Asana to be equally usable and effective on mobile.

Arguably most important, though, is that Asana operates on a unique freemium business model, in a market dominated by exclusively paid models.

That is, businesses can use Asana for free for up to 15 people.

Of course, this unique business model helps Asana attract tons of small-to-medium sized businesses as free customers – and the value prop of the Asana platform itself helps convert a ton of those free customers into paid customers.

It's no wonder that Asana has been named *a leader in this market by Forrester...* or that the company has *1.3 million paid users across 190 countries...* or that nearly *70% of the Fortune 500 uses Asana...* or that *revenues grew more than 85% last year.*

This is the market's best workflow management software platform, with the industry's most seasoned leadership team and most innovative business model.

That's a winning combination which broadly implies that Asana stock can fly higher over the next decade as workflow management software becomes ubiquitous.

How much higher?

At least 6X higher. Probably closer to 10X or more.

Here's the math.

The global labor force is marching towards 3.5 billion workers by 2030. Today, information workers represent 40% of that workforce (up from 16% in 2012). The continued proliferation of technology will push that number closer to 65% by 2030, implying 2.3 billion information workers.

By my calculations, only ~2% of information workers globally use Asana today (free and paid). As workflow management platforms become increasingly ubiquitous, you could easily see that share rise to 10%, or 230 million users by 2030.

Asana's free-to-paid conversion rate hovers around 5%, which implies 11.5 million paying users... and at \$20 per user per month, Asana's revenues could round out to \$2.8 billion by 2030.

Application software companies usually average 30% operating margins and a 35X forward multiple. Applying both to Asana in 2030, my numbers say Asana could net ~\$700 million in net profits and be worth ~\$25 billion by the end of the decade.

That's up 6X from today's \$4 billion market cap. And it assumes 10% information worker market share. Boost that to 20%, and now you're talking 12X-plus upside potential.

Either way, Asana stock has robust visibility to huge long-term gains... indeed, there's enough visibility and momentum here that you should consider buying this freshly public stock today.

Key Company Details

Company Name	Asana, Inc.
Ticker Symbol	ASAN
Share Price	\$23.98
Current Market Value	\$3.7 Billion
Annual Revenue	\$181 Million
Catalyst	Workflow Management Software Boom

At the Crossover of Luxury and Affordability, This Emerging EV Maker is Ready to Score You 20X Gains in 4 Years

By Luke Lango October 22, 2020

Where there's disruption, there's opportunity.

And there will be no greater disruption in the 2020s than the electrification of automobile transportation.

64.3 million new passenger cars were sold globally in 2019. Only 2.3 million of them (or 3.5%) were electric.

But...

Demand is shifting (over 80% of prospective car buyers today want an EV), *laws are shifting* (California just banned the sale of gas cars post-2035), *technology is improving* (the average range of an EV has increased 140% since 2011), *costs are falling* (average EV prices have dropped 70% since 2010), and *supply is pivoting* (every auto maker is making an all-out blitz into the EV category)...

The future couldn't be any clearer.

EVs are on the cusp of disrupting the multi-trillion-dollar auto market, and over the next two decades, will become globally ubiquitous.

Where there's disruption, *there's opportunity*.

Sure, all the major auto OEMs are going to launch new EVs and try to keep up with the times. But they've been glacially slow in doing so – and in all the time they've wasted deciding if EVs are the future, new auto brands committed to a 100% EV future have emerged and are ready to rapidly steal share from these auto market incumbents.

The investment implication? Buy stock in high-quality, emerging EV makers that have a chance to be formidable players in the space at scale.

In today's edition of *The Daily 10X*, we will tell you about one on these high-quality EV makers – a company which has differentiated itself in terms of design and price, and in so doing, has paved a path for its stock price to soar as much as 20X over the next four years.

The Luxury Design King Pioneering an Affordable, Sustainable EV

Auto enthusiasts will have heard the name Henrik Fisker before.

He is a legend of unparalleled reputation in the auto market, mostly because he was the design brain behind many of the luxury automobile world's most iconic vehicles, such as the Aston Martin DB9, the Aston Martin Vantage, the BMW Z8, and the BMW X5.

Needless to say, when Fisker designs a car, the world pays attention.

Today, Fisker – through his new enterprise, Fisker Inc, which is set to go public via a merger with blank-check company Spartan Energy Acquisition (SPAQ) – has allocated all his time and efforts to designing an ultra-stylish, ultra-affordable, and ultra-sustainable luxury eSUV: the Fisker Ocean.

This new car, set to start deliveries in the fourth quarter of 2022, is no joke.

Many industry insiders actually call it the “*Tesla Killer*”.

That’s because the Ocean is a legitimate rival to Tesla’s Model X and Y in terms of performance, design, and features.

It offers best-in-market driving range at up to 300 miles (which is largely consistent with base versions of the Model X and Y).

It also offers four-wheel drive for off-roading, lots of horsepower, a sub 3 second 0-to-60 miles-per-hour get-up, a large digital display screen equipped with a state-of-the-art in-vehicle software platform, and a very aesthetic, futuristic exterior design (all of these features are comparable to the Tesla Model X and Y).

Sure, it’s smaller in terms of cargo space (45 cubic feet with seats down, versus 60+ cubic feet for the X and Y) and seating space (it’s a 5-seater, versus options for 7-seater in the X and Y).

But the Ocean makes up for those shortcomings via a *built-in solar panel roof* (which will enable for auto-recharging while driving, and therefore, result in longer driving ranges) and a *fully “vegan” interior* (the entire interior is made from recyclable materials).

So... on a technical specs and aesthetics basis... the Ocean is pretty close to rivaling Tesla’s Model X and Model Y.

Yet the Ocean will retail for *just \$37,500* – well below the \$50,000 base price for the Model Y, and \$80,000 base price for the Model X.

After tax credits, that retail price falls to about \$30,000 – putting it on par with most mid-size, gas-powered luxury SUVs out there (and below many of them).

I don’t need to tell you that there’s a lot of demand at the convergence of luxury, sustainability, and affordability. At this convergence, Fisker stands alone with its Ocean SUV.

To that end, if Fisker can execute on manufacturing the Ocean at scale, this company will sell a lot of Ocean cars over the next five years – and the company will be worth a lot more than its current \$4 billion implied market cap.

Of course, *that’s a huge “if”*. There’s a lot of execution risk when it comes to scaling manufacturing for a new car.

Plus, as some of you may know, this is not Henrik Fisker's first foray into the EV space. His first car – the electric sports car Karma, which counted Justin Bieber and Al Gore as customers – ended up being a flop after the company's battery supplier went under.

But that's why Fisker is aiming to outsource all of the manufacturing this time around, through Volkswagen – the world's largest automobile maker. In so doing, Fisker is significantly reducing execution risk, capital requirements, manufacturing costs, and speed-to-market.

Plus, the partnership will allow Fisker to hyper-focus on design and software – two components which will help the company establish and sustain competitive advantages.

So... what's the math to 20X gains in Fisker stock?

Management is targeting 225,000 deliveries, \$13.2 billion in revenue, and \$2.8 billion adjusted EBITDA by 2025. My modeling suggests those targets are very doable.

Tesla stock, over the past year, has averaged a forward EV/EBITDA multiple of 20X. Based on a 20X forward multiple, \$2.8 billion in 2025 adjusted EBITDA implies a 2024 enterprise value for Fisker of \$56 billion.

The current enterprise value – after backing out ~\$1 billion in cash – is \$3 billion.

I can guarantee you... not many stocks are going to rise 20X over the next four years alone... *but Fisker could be one of them...* and for that reason alone, Fisker stock should absolutely be on your buy radar today.

Key Company Details

Company Name	Spartan Energy Acquisition Corp.
Ticker Symbol	SPAQ
Share Price	\$13.42
Current Market Value	\$847 Million
Annual Revenue	N/A
Catalyst	Electric Vehicle (EV) Megatrend

This Enterprise Software Stock is Following a Disruptive & Proven Pattern to Score Huge Gains

By Luke Lango October 23, 2020

In the investing world, one of the best ways to score big returns is by recognizing patterns.

Such as the pattern that whenever an enterprise software company *digitizes*, *centralizes*, and *automates* a traditionally physical, disjointed, and manual business process, that company adds a lot of value...

Revenues soar. Profits soars. The stock price soars.

A prime example is Salesforce, a company that digitized, centralized, and automated the complex customer relationship management (CRM) ecosystem.

Or Adobe, a company that digitized, centralized, and automated the creative media production and release workflows.

Or Atlassian, a company that digitized, centralized, and automated enterprise collaboration.

All three of those stocks have soared *more than 220%* since 2016 alone.

This pattern isn't going to break anytime soon.

In the world we live in today – the one wherein all enterprises are digitally transforming themselves into technology companies – every single legacy business process will be digitized, centralized, and automated by a software platform.

To that end, one of the best investment strategies for the 2020s is shockingly simple...

Buy disruptive enterprise software stocks.

In today's edition of *The Daily 10X*, we will tell you about one of these stocks – a small-cap company which, through digitizing, centralizing, and automating the arduous financial reporting and compliance processes, could score Salesforce- and Adobe-like returns over the next few years.

The Emerging Salesforce of Compliance and Reporting

Arguably the most complex and time-consuming business processes – not to mention, probably the least fun, too – are those that have to do with governance, risk, and compliance (or GRC for short).

I'm talking about putting together SEC filings, tax reporting, regulatory reporting, compliance checks, so on and so forth.

In order to put those documents together – which are, by the way, entirely necessary for basically every company in the world – armies of accountants, legal clerks, and financial professionals spend hours, days, and weeks aggregating, verifying, and managing business data.

It's no fun.

More than that, it's an ugly, disjointed, and labor-intensive process with lots of wasted time – meaning it's also ripe for digital disruption.

Insert Workiva (WK), a small, \$2.7 billion financial reporting and compliance software provider that is taking the business world's most hated, antiquated, and time-consuming GRC processes, and *simplifying, modernizing, and accelerating* them.

Specifically, Workiva provides an end-to-end software platform for accounting and finance teams which:

1. Dynamically sources and centralizes all relevant financial and regulatory data for those teams into one software application.
2. Automates the verification of that data.
3. Enables the data to be seamlessly and intuitively managed, analyzed, and presented in pre-formatted reports (i.e. a SEC report or a tax filing).

Those are huge value adds.

Accounting and finance teams spend about 74% of their time aggregating and verifying data. *Workiva eliminates all that wasted time.*

Nearly 70% of businesses have made a significant business decision based on inaccurate financial data. *Workiva ensures those mistakes never happen again.*

About 40% of boardrooms claim to have an incomplete view of their business. *Workiva gives them that complete view, all the time.*

In other words, Workiva's software platform is the future of enterprise GRC, since it represents an improvement over legacy GRC processes in every single way.

Sure, this market is crowded. Workiva isn't the only the company that came up with the idea of digitizing, centralizing, and automating reporting and compliance processes.

But Workiva is the best.

In its Magic Quadrant report, Gartner has named Workiva a leader in this market for *three straight years*, mostly because of Workiva's strong customer service reputation, cloud-focused deployment strategy, robust platform functionality, ease-of-use, and mobile-friendliness.

Basically, Workiva is the Salesforce of the GRC market.

Let's extrapolate that analogy out.

Salesforce controls about 20% of the \$50+ billion CRM software market. Let's say Workiva can grow to 20% of the \$10+ billion GRC software market.

That implies \$2+ billion in revenue one day... on top of a highly scalable, cloud-only business model with ~80% gross margins... and with a management team that has a long track record of driving meaningfully positive operating leverage every single year.

Add it all up, and at scale, Workiva could be a \$2+ billion revenue business with 30%+ operating margins, which creates a path towards \$500+ million in net profits.

Slap a 35X multiple on that - which is typical for application software stocks like this - and you get to a \$17.5+ billion market cap for Workiva.

The company is currently valued at just \$2.7 billion.

So... if you ascribe to the investment strategy of buying disruptive enterprise software stocks (which you should)... then Workiva stock is worth a serious look today.

Key Company Details

Company Name	Workiva, Inc.
Ticker Symbol	WK
Share Price	\$58.65
Current Market Value	\$2.7 Billion
Annual Revenue	\$324 Million
Catalyst	Enterprise Software Megatrend

Weekly Update: Smart Money is Bullish. You Should Be, Too

By Luke Lango October 24, 2020

Follow the smart money.

As investors, we've all heard that phrase before, and it broadly makes a lot of sense. Smart money presumably has the most resources, talent, and experience in the world when it comes to forecasting future stock prices.

So, investing alongside smart money is like playing basketball with LeBron James: You're probably going to win.

What is the smart money doing right now?

They're buying stocks.

According to a recent survey from Barron's, *54% of U.S. money managers are bullish on equities for 2021*, while only 13% are bearish – and most of them see the Dow eclipsing the landmark 30K milestone by the middle of next year.

To be sure, you shouldn't blindly follow the smart money. Sometimes, even LeBron James misses a shot.

But... in this particular instance... the smart money is right.

Stocks are going higher over the next 12 months.

From a fundamental perspective, everything looks good right now.

The labor market is improving, as weekly jobless claims this past week *fell to a pandemic era low*, driven by California easing Covid-19 restrictions and bringing businesses back online.

The consumer continues to recover, buoyed by an improving labor market and evidenced by a strong uptick in September retail sales which was much, *much* better than anyone expected.

The real estate market is on fire. For the third consecutive month, homebuilder confidence reached a record high in September. Not surprisingly, new home construction also continued its multi-month uptrend in September, and existing home sales also soared, with 7 out of 10 homes on the market today selling in less than a month.

Perhaps most importantly, corporate America continues to knock it out of the ballpark this earnings season. With 10% of S&P 500 companies having reported Q3 earnings so far, *86%* of them have reported earnings above expectations, with an average earning beat of *22%*.

On the optics side, the Election has certainly created some optical risks, as have on-again, off-again stimulus talks. But come Election Day – which is now less than two weeks away – those optical risks will clear up. We will have a winner, and whoever that winner is will likely get right to work on passing new stimulus.

The technicals look good, too, with the S&P 500 trading solidly above its 20-day, 50-day, 100-day, and 200-day moving averages.

As for valuations, they ostensibly appear extended – the market's trading at 22X forward earnings – but as the 20%-plus average beat on Q3 earnings is showing us, earnings estimates today are simply too low. As we told you *last week*, those estimates will move substantially higher in the coming weeks, and as they do, the S&P 500 will have runway to over 3,600 by the end of the year without extending its valuation.

So... all in all... everything except for the optics looks good – and those bad optics will clear up by November. Once they do, stocks will push higher.

And guess what?

Because growth stocks tend to outperform when rates are at zero (which they are today) and small stocks tend to outperform in post-election years (which 2021 will be), your best bet to play this bull market is through the high-quality, big-potential small growth stocks *we tell you about every day.*

With that in mind, let's dive into this edition of *The Daily 10X* Weekly Update, and break down some *DTX* stocks that have staged big moves over the past few weeks.

The Very Good Food Company (VRYF) Preps for a Breakout

In our [October 9 issue](#), we told you about an emerging and entirely obscure vegan meat company by the name of The Very Good Food Company, which we said was on the cusp of turning into the next Beyond Meat.

Bold claim. Sure. But since we highlighted it, The Very Good Food Company stock has *soared by as much as 74%*.

Why the huge run up? Two big reasons.

First, the company reported record holiday orders for its signature plant-based "Stuffed Beast," wherein orders for the popular item rose 300% year-over-year.

Second, the company announced a new distribution partner in UNFI Canada, and expanded its existing number of wholesale points of distribution by 34% since July.

These are super important developments because, as some of you will remember, this company is *absolutely killing it on the west coast of Canada right now*, and the entire bull thesis rests on the idea that management can replicate that success at a bigger scale.

Surging demand and new distribution partnerships show that this bull thesis is tracking in the right direction.

It will continue to track in the right direction for the foreseeable future. As it does, The Very Good Food Company stock will keep breaking out.

How high can it go?

Our numbers suggest that the stock is worth \$8 today, meaning that last month's 74% rally will be small peanuts in the long run.

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About a month ago – in our [September 22 issue](#) – we told you that Jinko Solar offered a compelling way to play the solar market boom, with the core bull thesis being that the Chinese solar module manufacturer is perfectly executing an impressive turnaround towards becoming a top-notch premium player in the space, at the same time that solar energy demand is surging.

Jinko Solar stock has taken off like a rocket ship ever since, with shares *soaring as much as 239%* in a month, mostly because the company's out-of-this-world blowout second quarter earnings in late September have left investors champing at the bit to buy into this undervalued, hypergrowth solar stock.

But... this stock flew too close to the sun... and in the past week, shares dropped about 20% off their highs.

Don't stress the sell-off.

The long-term bull thesis here remains in-tact. Clean energy is still the future. Solar is still the most important building block of that clean energy future. JinkoSolar is still the most attractively positioned company in the solar space. The stock is still undervalued.

JinkoSolar stock just shot into overbought territory in October. That tends to happen after a 240% rally in 30 days.

Let the pullback happen. Let it shake out weak hands. Let the stock find some technical footing. And, ultimately, let strong fundamentals and robust clean energy tailwinds push this stock way higher in the long run.

Magnite (MGNI) Soars on Digital Ad “Bonanza”

Back in our [September 16 issue](#), we told you about Magnite, a small ad-tech company that has enormous upside thanks to its breakthrough and hugely value-additive “targeted advertising” platform for the streaming TV world.

Since then, Magnite stock has been on a tear, *soaring as much as 57%*.

The huge rally can be chalked up to a few things.

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But... above all else... social media platform Snap reported *blowout* third quarter numbers in late October which broadly underscored that we are in the midst of what Deutsche Bank is calling a digital ad “bonanza,” wherein ad dollars are rushing at breakneck speeds into the digital channel.

Of course, that's great news for Magnite, because it means ad dollars are shifting rapidly into the streaming TV channel.

This shift won't end anytime soon. Nor will more ubiquitous adoption of data-driven ad platforms like Magnite.

Connecting the dots, the takeaway here is as clear as day – *the long-term uptrend in Magnite stock is just getting started.*

Jumia (JMIA) Roars Back to Life as Short-Seller Goes Long

In our [August 18 issue](#), we wrote that, because of Covid-19 shutting down physical stores globally and 5G deployment dramatically improving mobile internet coverage and speeds, Africa was on the cusp of finally leapfrogging into the modern digital era – a reality which meant Nigerian e-commerce juggernaut Jumia could finally turn into the Amazon of Africa.

It appears that this is indeed what's happening.

Jumia stock has caught fire in October. We are only three weeks into the month, and shares are *already up 106% month-to-date.*

The catalyst?

Widely followed short-seller Citron Research – who very publicly attacked Jumia for fraud shortly after the company's IPO in 2019 – has turned bullish, saying that the pandemic has changed e-commerce globally and that management has put the worst of the fraud behind them.

Citron isn't just sort of bullish. The firm is super bullish. They're long, and have a \$50 price target on Jumia stock (even after doubling this month, the stock price is still just \$16).

Citron is spot on here.

The game has changed. Thanks to Covid-19, e-commerce adoption in Africa has meaningfully accelerated in 2020. And, thanks to the roll-out of 5G throughout Africa in 2021/22, this acceleration will sustain for the next few years.

As it does, Jumia will go into hypergrowth mode, investors will start to warm up to the company's "Amazon of Africa" long-term growth narrative, and Jumia stock will roar higher.

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Weekly Update: Smart Money is Bullish. You Should Be, Too

By Luke Lango October 24, 2020

Follow the smart money.

As investors, we've all heard that phrase before, and it broadly makes a lot of sense. Smart money presumably has the most resources, talent, and experience in the world when it comes to forecasting future stock prices.

So, investing alongside smart money is like playing basketball with LeBron James: You're probably going to win.

What is the smart money doing right now?

They're buying stocks.

According to a recent survey from Barron's, *54% of U.S. money managers are bullish on equities for 2021*, while only 13% are bearish – and most of them see the Dow eclipsing the landmark 30K milestone by the middle of next year.

To be sure, you shouldn't blindly follow the smart money. Sometimes, even LeBron James misses a shot.

But... in this particular instance... the smart money is right.

Stocks are going higher over the next 12 months.

From a fundamental perspective, everything looks good right now.

The labor market is improving, as weekly jobless claims this past week *fell to a pandemic era low*, driven by California easing Covid-19 restrictions and bringing businesses back online.

The consumer continues to recover, buoyed by an improving labor market and evidenced by a strong uptick in September retail sales which was much, *much* better than anyone expected.

The real estate market is on fire. For the third consecutive month, homebuilder confidence reached a record high in September. Not surprisingly, new home construction also continued its multi-month uptrend in September, and existing home sales also soared, with 7 out of 10 homes on the market today selling in less than a month.

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The Intelligence Economy Will Spark 10X Gains in this Small & Underappreciated BI Software Stock

By Luke Lango October 27, 2020

Forget money. In the business world, *data is king*.

Data can help businesses create better products, enhance marketing campaigns, and reach targeted customers...

Data can help businesses optimize supply chains, streamline business functions, and automate various processes...

Data can help businesses mitigate risk, predict business outcomes, and glean consumer sentiment...

For a business, data can do everything.

It should be no surprise, then, that a 2020 Forrester Consulting survey found that data-driven organizations are *58% more likely to beat revenue goals* than non-data companies.

Welcome, friends, to the Intelligence Economy – a new era wherein enterprises are unlocking the power of big data to drive better business outcomes.

And, in today's business world, it's dog eat dog – so if you don't adopt data-driven decision making, you're going to be driven out of business by someone who does.

To that end, the Intelligence Economy boom only has one ending – where, by 2030, *every business in the world is a data-driven business*.

Yet... a 2019 New Vantage survey found that *only 31% of companies have pivoted to data-driven decision making*.

Needless to say, then, the time to invest in the Intelligence Economy is now.

In today's edition of *The Daily 10X*, we will tell you about one small-cap business intelligence (BI) software stock that is highly levered to the most explosive niche of the Intelligence Economy – and which could soar more than 10X over the next several years.

The BI Software Platform Built for the Second Half of the Intelligence Economy Revolution

It's best to think of the Intelligence Economy revolution as a game with two halves.

The first half was played in the 2010s, when big companies – like Nike, McDonald's, Starbucks, Coca-Cola, etc – pivoted into the Intelligence Economy.

To help them do so, these titans of industry selected the *most advanced, most comprehensive* BI software platforms in the market – like Tableau – because these companies have trillions of data points and hundreds of data scientists and programmers that they can use to create predictive algorithms on top of these complex platforms.

The second half of the Intelligence Economy – which will play out in the 2020s – *will look very different*.

Now, small-to-medium sized businesses (SMBs) are going to start pivoting into the Intelligence Economy.

The local pizza chains. The indie coffee shops. The direct-to-consumer retail brands.

These companies *don't* have trillions of machine data points. Nor do they have huge teams of data scientists to create predictive algorithms.

So... they won't be selecting the most advanced, most complex BI software platform to help them pivot into the Intelligence Economy – rather, they'll select the easiest-to-use, most intuitive, and most affordable platform.

Who might that be? Domo (DOMO).

Domo is a BI software company that went public in mid-2018 with a bang, but has struggled ever since because Domo's lack of advanced analytics tools has left the company unable to attract many big headline customers.

But this narrow focus on big customers misses the core Domo growth narrative, which is that by emphasizing *ease-of-use, simplicity, and affordability*, the company is positioned to become the BI software platform of choice for SMBs.

It's a no-code platform that is very easy to learn and has an intuitive, friendly interface. The platform has some of the best and clearest data visualization tools in the market. It's smartphone-focused, so checking Domo data is literally as easy as checking your Facebook feed. It's cheaper than other BI software platforms. And it's easy to personalize and customize.

In other words, it is the BI software market's easiest-to-use, simplest, and most affordable solution.

And... to that end... Domo is a BI software solution optimally positioned for soaring demand amid the second half of the Intelligence Economy revolution in the 2020s, as SMBs (*who value ease-of-use, affordability, and simplicity over advanced functionality*) follow big businesses into a data-driven future.

Yet Domo has a market cap of just \$1 billion today... while Salesforce bought Tableau in mid-2019 for \$15.7 billion.

If Tableau soared to a \$16 billion market cap during the first half of the Intelligence Economy revolution, then could Domo soar to an equally big \$16 billion market cap in the second half?

Absolutely.

My numbers suggest that a \$10+ billion market cap for Domo is likely by the end of the decade – *and that a \$15+ billion market cap is doable.*

In that sense, if you're looking for an explosive way to play the Intelligence Economy boom in the 2020s, it may be best to skip the headline names and instead buy misunderstood and underappreciated Domo stock.

Key Company Details

Company Name	Domo, Inc.
Ticker Symbol	DOMO
Share Price	\$36.06
Current Market Value	\$1 Billion
Annual Revenue	\$190 Million
Catalyst	2020s Intelligence Economy Boom

The Emergence of the App Economy will Spark Significant Gains in this Booming Low-Code Platform Stock

By Luke Lango October 28, 2020

Without fail, what are some of the things you do every day?

Breathe. Eat. Sleep. And check mobile apps.

A Pew Research poll found that – in 2019 – *over 80% of Americans own a smartphone*. And, according to eMarketer research, those 80% of American smartphone owners spend *more than two and a half hours every day* checking mobile apps.

We are an app addicted society.

And it's not just individuals – *businesses are app addicted, too*.

According to Okta, the average large firm worldwide deploys 129 software apps across their enterprise.

That number is only going up – it's up 68% over the past four years – because we are increasingly pivoting into a world where *everything is digital, everything is being disrupted by technology, and everything is built on software applications*.

So... make no mistake about it... we are sprinting head-first into the App Economy.

Yet, making apps is a complex science that requires a ton of coding, and coding is a rare skill. In 2016, only 3% of college graduates majored in Computer Science.

Thus, in the booming App Economy today, there exists a huge gap between where the market is going, and the tools needed to advance the market to that point.

Filling that gap is an emerging category called Low-Code Application Platforms (LCAP), which are basically just platforms that make designing and launching an app as easy as drawing a workflow diagram.

The LCAP market is expected to boom over the next several years as it provides the necessary tools to help advance enterprises into the modern App Economy.

Grandview Research sees the market growing by 23% per year into 2027... MarketsandMarkets is at 28% growth per year into 2025... P&S Intelligence is at 31% growth per year into 2030.

There's no confusion here. The LCAP market is a booming one – *and the time to invest is now*.

In today's edition of *The Daily 10X*, we will tell you how to invest in the LCAP market, by buying a leading company in the space with a stock price that's set to soar in the Roaring 2020s.

Pioneering a New Era of Better & Faster Enterprise App Deployment

According to Gartner's 2019 Magic Quadrant for LCAPs, there are *five leaders in this market*.

Two of them – Salesforce and Microsoft – are public, but don't specialize in LCAP, and therefore, risk losing their leadership to more specialized and dedicated players.

Two of them – Mendix and OutSystems – are specialized, but are either private or owned by a bigger corporation, making direct equity exposure to them difficult to attain.

Only one of them – Appian (APPN) – is both a specialized LCAP provider and a standalone public company, and therefore, is the best choice to play the LCAP market boom.

Appian is a \$5.2 billion low-code automation and digitization platform which prides itself in enabling companies of all shapes and sizes to seamlessly deploy highly-flexible, easily-updated software applications in record time (roughly 20X faster than the legacy app deployment process) *without compromising on power or functionality*.

Apps designed through Appian are multi-platform compatible, highly scalable, built on world-class security, and exceptionally reliable.

Plus, Appian's platform is known for featuring some of the LCAP market's *most advanced features* (like sophisticated automation and AI-powered analysis tools) and *most innovative updates* (a recent update allows the platform to support chatbots and progressive web apps).

In other words, in the LCAP market, Appian is about as good as it gets – providing enterprises with a low-code platform that creates high-quality apps in record-fast time with record-low hassle.

No one should be surprised, then, to hear that Appian's revenues have grown by *nearly 25% per year* since 2015.

But the Appian growth narrative is far from over – and will kick into overdrive in the 2020s – for three big reasons.

First, the aforementioned App Economy boom will only accelerate demand for LCAPs over the next several years. This will create a rising tide that will lift all boats, especially the best boats in the market like Appian.

Second, Appian still only has 533 customers (versus several million enterprises in North America and Europe), implying tons of runway for new customer adds over the next several years.

Third, Appian is in the midst of pivoting its business model from professional services (~30% gross margins) to cloud subscriptions (~90% gross margins), and this will ultimately result in meaningful profit margin expansion throughout the 2020s.

Thus, over the next five to ten years, Appian projects as a *huge revenue growth company with significant upside margin drivers*.

That's a recipe for enormous profit growth.

And enormous profit growth is a recipe for huge share price gains.

Appian stock will follow this formula, meaning that if you're looking for a high-quality way to play the App Economy boom, you should consider taking a position in Appian stock today.

Key Company Details

Company Name	Appian Corporation
Ticker Symbol	APPN
Share Price	\$78.28
Current Market Value	\$5.2 Billion
Annual Revenue	\$280 Million
Catalyst	2020s App Economy Boom

A Technology Picks-and-Shovels Play on the Emerging Mobile eSports Megatrend

By Luke Lango October 29, 2020

If you've ever played a free mobile video game before, you've probably at some point asked yourself the question: How in the world does this game make money?

The short answer: it doesn't.

As it turns out, all those intrusive ads that you never click on and all those "special" items in the game that you never pay for, *don't make the video game publishers a lot of money.*

Excluding the world's top 100 mobile games, the average revenue per install for 99% of mobile video games hovers below 25 cents.

The average cost per install? Almost \$5.

So... in essence... 99% of mobile video games out there are *losing over \$4 every time someone installs the app.*

The economics of mobile gaming are broken.

Yet... demand for mobile gaming is surging... with mobile gaming revenues having soared by 20% per year over the past five years.

Clearly, then, there exists an enormous opportunity for a new business model to emerge, fix the economics of mobile gaming, and allow game publishers to reap the rewards of surging demand.

Indeed, that is exactly what's happening right now, thanks to the emergence of mobile eSports.

In essence, mobile eSports allows gamers to make money by playing their favorite skills-based video games. The gamer pays an entry fee into a competition or tournament, that competition or tournament plays out, and the winner takes home prize money.

From an economics perspective, *it's a genius shift*, because mobile eSports pivots the business model from selling intrusive ads and annoying “pay-to-win” items, to taking a commission off an entry fee – which has been shown to meaningfully increase revenue per install.

Meanwhile, *it's also a genius shift from an engagement perspective*, because at the end of the day, humans like to compete with each other, and they like to win money. Mobile eSports gives them an easy, fun, and low-friction way to do both at the same time.

In other words, the writing is on the wall here: mobile eSports is the future of mobile gaming.

Yet, mobile eSports revenues today account for *just 25%* of mobile gaming revenues... and mobile gaming revenues are projected to keep growing by over 10% per year for the foreseeable future... implying enormous growth potential for the mobile eSports category over the next several years.

In today's edition of *The Daily 10X*, we will tell you about an attractive “picks-and-shovels” play on the emerging mobile eSports megatrend – a small, freshly public stock with an opportunity to soar over the next decade as mobile eSports goes from niche to mainstream.

Building the Mission-Critical Technology Infrastructure Behind Competitive Gaming

Back in 1849, during the California Gold Rush, thousands of miners rushed out West to strike it rich.

Very few did.

But the shops who supplied picks, shovels, and other necessities to prospective gold miners did make it out rich – with the implication being that the one of the best ways to invest in an explosive megatrend is by buying stock in the industry's suppliers.

Nearly 200 years later, we've found the company that supplies the “picks and shovels” for the mobile eSports industry: Skillz, a small mobile gaming tech company that is going public through a reverse merger with blank-check entity Flying Eagle Acquisition (FEAC).

The Skillz business model is pretty easy to understand.

The company supplies the *mission-critical, technology infrastructure* which allows any old competitive, skills-based game, to turn into a mobile eSports title with real-money competitions and tournaments.

So... let's say I'm a mobile developer who made a skills-based card game back in 2015... but that card game has struggled to sell ads over the past few years. I could tap Skillz to integrate my gaming source code with the company's tech platform to seamlessly turn my card game into a mobile eSports platform with real-money wagers and prize tournaments.

Why would I do that?

Because Skillz has a proven track record of meaningfully improving mobile gaming economics. The average revenue per user of games built on the Skillz tech platform hovers above \$6, versus less than \$2 for ad-based games.

Perhaps more importantly, why would I choose Skillz to help me transition to mobile eSports, and not some other company?

Well, beyond the obvious that Skillz has the best track record in the space, the company's core tech platform is also built on a proprietary anti-cheat algorithm.

Because cheating is unfortunately super common in mobile eSports, a strong anti-cheat algorithm is *the most important piece* of any mobile eSports game.

And, because anti-cheat algorithms are only as good as the data which informs them, Skillz' robust repository of cheating data built up from years of developing mobile eSports games has given the company the industry's best anti-cheat algorithm.

In other words, if I'm a mobile game developer looking to either transition my old games to mobile eSports models and/or create entirely new eSports titles, the chances are tremendously high that I'm going to do so on top of Skillz' core tech platform.

A lot of mobile game developers are going to do both of those things over the next few years - to the point where Skillz could become the ubiquitous technology backbone of mobile gaming.

This is a \$77 BILLION and rapidly growing industry.

Skillz' market cap is just \$3.5 billion today.

Needless to say, the long-term upside potential here is enormous - so big that if you're bullish on the mobile eSports megatrend, you should consider taking a position in Skillz stock today.

Key Company Details

Company Name	Flying Eagle Acquisition Corp.
Ticker Symbol	FEAC
Share Price	\$12.42
Current Market Value	\$1.1 Billion
Annual Revenue	N/A
Catalyst	eSports “Picks and Shovels” Play

This Small Lithium Stock is an Explosive Picks-and-Shovels Play on the EV Megatrend

By Luke Lango October 30, 2020

What do all electric vehicles have in common?

They run on lithium-ion batteries.

Sure, there are ongoing efforts to turn those lithium-ion batteries into lithium solid-state batteries, because going from liquid battery chemistry to solid-state battery chemistry could be the key to making a million-mile electric car one day (read about that [here](#)).

But... *note the consistent use of lithium.*

Regardless of what EV batteries look like in the future – liquid batteries or solid-state batteries – they will be built using lithium.

Of course, that means that as the EV megatrend disrupts the global auto market over the next decade, demand for lithium will explode higher.

Indeed, as EVs project to scale from ~2% global auto market penetration in 2019 to 70%-plus penetration by 2040, global lithium demand is expected to *rise by over 20% per year for the next 20 years*, according to Benchmark Mineral Intelligence.

That's wild.

That means lithium demand is projected to soar nearly 4,500% over the next two decades.

Needless to say, then, some of the best picks-and-shovels plays on the EV megatrend will turn out to be lithium mining stocks.

These stocks could very easily be 1,000%-plus winners as EVs become globally ubiquitous throughout the 2020s and 2030s.

In today's edition of *The Daily 10X*, we will tell you all about the single best lithium mining stock in the market – a tiny U.S.-based lithium stock that is producing the best type of lithium concentrate today, and which just signed a major deal with Tesla.

The Best-of-the-Best in the Burgeoning Lithium Market

When it comes to the lithium mining market, Piedmont Lithium (PLL) represents the cream of the crop.

Up until recently, Piedmont Lithium was a relatively obscure mining company with a promising yet largely unknown lithium project in North Carolina focused on hard-rock (or spodumene) mining.

Then, in late September, Piedmont signed a major agreement with Tesla, in which Piedmont will supply roughly 50,000 tons of spodumene concentrate to the EV giant for the next five years, with an option to extend the agreement for additional five years thereafter.

Of course, *that's a huge deal*.

Tesla is king of the EV space, and will be the primary driver of burgeoning lithium demand for the next several years. Piedmont signing a five- to ten-year deal with Tesla secures the miner huge revenue streams for the foreseeable future.

Piedmont stock more than tripled overnight.

But... when it comes to the Piedmont growth narrative... the Tesla deal is really just the tip of the iceberg... and Piedmont stock tripling in late September could be just the beginning of a much bigger, longer rally in which the stock rises 10X.

Here's the deal.

There are two major shifts happening in the lithium market today, and Piedmont finds itself on the right side of both of these shifts.

First, we are seeing a big push towards more U.S. production of lithium.

The U.S. currently accounts for less than 2% of global lithium supply. Most of the world's lithium supply comes from the so-called "Lithium Triangle," which comprises Chile, Bolivia, and Argentina.

This Lithium Triangle is a geopolitically volatile area, and therefore, subject to significant and prolonged lithium supply chain disruptions. Those disruptions are becoming increasingly unacceptable as EV makers require a more steady and robust supply of lithium.

So... we are seeing a big shift towards domestic lithium mining... and *Piedmont's lithium project is based in North Carolina*, in the heart of the U.S. Auto Valley and within driving distance of many of America's largest manufacturing plants.

Second, we are also seeing a big push towards hard-rock mining over lithium brine production.

Lithium is sourced from either spodumene or brines. The principal difference is that spodumene can be converted directly into lithium hydroxide, while brines produce lithium carbonate, which can be subsequently converted into lithium hydroxide.

Thus, while brines are perfect for creating lithium carbonate, spodumene is more cost-effective and quicker when it comes to producing lithium hydroxide.

Right now, the market needs more lithium hydroxide, since EV makers – in a big push to increase battery energy density – are increasing the amount of nickel in their batteries, and high-nickel batteries require lithium hydroxide, not lithium carbonate.

So... we are seeing a big shift towards hard-rock lithium mining... and *Piedmont's lithium project is a hard-rock mining project* which produces 160,000 tons of spodumene concentrate every year.

In other words, Tesla didn't just pick Piedmont as its major lithium supplier because they drew the company's name out of hat.

Tesla picked Piedmont because it is a U.S.-based, hard-rock miner that is *perfectly suited* to cost-effectively meet the growing lithium demand needs of the EV market.

To that end, you shouldn't look at Piedmont as a one-hit-wonder with a major Tesla deal... but rather, as a best-in-breed player in the lithium mining market.

Does that mean this \$340 million company could one day fetch a multi-billion-dollar valuation?

Considering the net present value of the company's North Carolina project alone is *over a billion dollars*... then, yes, absolutely. Piedmont is well on its way to turning into a multi-billion-dollar lithium mining powerhouse, meaning that investors bullish on the EV megatrend should consider buying into Piedmont stock today.

Key Company Details

Company Name	Piedmont Lithium Limited
Ticker Symbol	PLL
Share Price	\$25.78
Current Market Value	\$340 Million
Annual Revenue	N/A
Catalyst	Electric Vehicle (EV) Megatrend

Weekly Update: Is it Time to Get Greedy?

By Luke Lango October 31, 2020

Happy Halloween!

What a spooky way to end the month of October.

Amid a slew of earnings, a surge in Covid-19 cases, renewed lockdowns across Europe, and stalled stimulus discussions – all with Election Day less than a week away – Wall Street proceeded to have its *worst week since March*.

The S&P 500 fell 5.6%. The Dow fell 6.5%. The Nasdaq shed 5.5%.

Talk about spooky.

But here's a few important notes...

- The Q3 earnings season has actually been really, *really* good so far.

Around two-thirds of S&P 500 companies have reported earnings so far. About 86% of them have topped earnings estimates, with an average beat of 19%, while of the companies that have issued guidance, around 70% have issued positive guides of Q4.

Those are really good numbers – and they broadly underscore that the U.S. economy has recovered much more quickly than anyone expected.

- The economic data also remains really good.

This week, we heard on Monday that new home sales continue to post solid year-over-year growth. On Tuesday, we learned that consumer confidence levels continue to skew towards the optimistic side. On Thursday, we got a record-breaking GDP print which said that the U.S. economy grew as fast as it ever has last quarter. We also saw weekly jobless claims fall to pandemic era lows.

And... on Friday... consumer spending numbers came in well above expectations.

So, from a big picture perspective, the weight of evidence continues to suggest that the *U.S. economy remains on solid footing*.

- Renewed lockdowns may happen... but we can manage.

With Covid-19 cases on the rise, Europe going back into partial lockdown, and a cold winter on the horizon, we cannot rule out the possibility that many states may reimplement tighter Covid-19 restrictions in Q4.

Of course, that will slow economic activity. But not halt it. As a society, we've learned how to live with this virus.

Retailers have learned how to sell online. Restaurants have learned how to do delivery and curbside pickup. Tech companies have learned how to work from home. Advertisers have learned how to advertise on social media platforms. Movie studios have learned how to release films directly on streaming services.

A fresh round of lockdowns in Q4 won't kill the economy or the market. Both did very well in Q2 and Q3 after the initial shock. Both will continue to do well if we get new lockdowns in Q4.

So... with all that in mind... *why on Earth are stocks plunging like it's the beginning of Covid-19 all over again?*

The Election.

No one wants to hold their stocks ahead of Election Day because no one knows what is going to happen.

Makes sense. The Election is uncertainty. Wall Street hates uncertainty. Sell first, ask questions later.

But, the thing about that is... soon enough, all that uncertainty will go away. Come Tuesday, we will know who the next president of the U.S. is going to be - and that will be that.

With that uncertainty gone, we could be bracing for a post-election rally in stocks, since corporate earnings look good, and the economic data looks good. Not to mention, whoever wins will likely get straight to work on crafting a new stimulus package for the American people.

Big picture: September and October were choppy. But the reason they were choppy (uncertainty surrounding the Election) will disappear next week, setting stocks up for what could be a big surge in November and December.

With that in mind, let's dive into this edition of *The DTX Weekly Update*, and break down some DTX stocks that have staged big moves over the past few weeks.

Muscle Maker (GRIL) Soars Out of Nowhere

In our [September 30 issue](#), we told you about a tiny, health-conscious fast-food chain named Muscle Maker that we said was turning into a compelling play on the brand-new "ghost kitchen" megatrend.

This past week, it looks like ghosts sparked an eye-popping rally in Muscle Maker stock.

Seemingly out of nowhere and on no news, Muscle Maker stock *soared more than 60%* on heavy volume on Monday.

The stock has since given back most of those gains. But it makes one wonder... why were investors buying Muscle Maker stock so frenetically on Monday?

Perhaps because the company's ghost kitchen expansion strategy is yielding positive early results.

Over the past few months, Muscle Maker has aggressively accelerated its ghost kitchen plans, opening up new ghost kitchens in New York City, Chicago, and Miami. I have not heard anything personally about the performance of those new stores, but it would not surprise me – given the climate and ample demand for healthy fast food – to hear that those stores are doing very well.

If they are, then Muscle Maker is executing strongly on its nationwide ghost kitchen expansion plan – a plan which could ultimately turn Muscle Maker stock into a 10-bagger.

Blue Apron (APRN) Botches its Biggest Tailwind

Back on [June 23](#), we told you that one of the permanent changes caused by Covid-19 would be an uptick in the usage of meal kit services globally, and that as a result, meal kit maker Blue Apron looked like a compelling turnaround story.

Four months later, half of that thesis has turned out to be right.

Meal kit services globally have seen a sustained huge uptick in usage since March. But... *Blue Apron has completely missed the trend.*

In its third quarter earnings report, Blue Apron reported that revenues rose just 13% last quarter, while the customer base actually declined 10% sequentially, meaning that since the end of last year, Blue Apron has added just 6,000 new customers.

That's awful.

This is the perfect environment for Blue Apron. It's competitor, HelloFresh, reported a 120% rise in third quarter revenues. This was supposed to be an explosive rising tide that lifted all boats.

Somehow... somehow... Blue Apron didn't catch the rising tide, and instead, is fluttering in a booming market.

Needless to say, we are scratching our bullishness on Blue Apron stock.

The meal kit market is the right space. But Blue Apron is the wrong company.

At Home (HOME) Gives You a Buying Opportunity

In our [August 3 issue](#), we highlighted up-and-coming home goods retailer At Home as a company which could lean into its size, product selection, and pricing advantages to consolidate the fragmented home goods retail sector, and ultimately turn into the Best Buy or Home Depot of this space.

From that issue to late October, At Home stock *soared as much as 90%*.

But At Home stock got pummeled this week when the retailer reported preliminary third quarter numbers that – while strong – didn’t quite live up to supercharged investor expectations.

Don’t stress this sell-off.

It’s just near-term “buy the rumor, sell the news” trading dynamics. The numbers themselves were very impressive. 47% sales growth. 44% comps. Earnings per share jumped from zero in the year ago quarter, to 60 cents.

All those numbers do is underscore that At Home continues to execute strongly against its compelling long-term opportunity.

We still see the company being worth \$20 BILLION one day. The market cap presently hovers around \$1.1 billion.

The Very Good Food Company (VRYF) Breakout is Just Beginning

In our [October 9 issue](#), we told you about an emerging and entirely obscure vegan meat company by the name of The Very Good Food Company, which we said was on the cusp of turning into the next Beyond Meat.

[Last week](#), we told you that the company was tracking in the right direction, and prepping for a big breakout.

This week, that big breakout has continued to come to life, and now, The Very Good Food Company stock has *soared as much as 112%* in less than a month since we first highlighted the emerging company.

This is really just the beginning of this breakout.

All the evidence today suggests that The Very Good Food Company is on the cusp of taking its best-in-market vegan meat products which are fan favorites on the west coast of Canada, and turning them into a vegan phenomenon across all of North America.

As the company does this over the next few months, this tiny stock will keep soaring.

How high can it go?

We continue to believe that the stock is worth *at least \$8 today*, meaning that last month's 112% rally will be small peanuts in the long run.

In case you missed any of this week's issues, we talked about...

- [Opendoor](#) (IPOB), an emerging, disruptive tech platform that is turning into the Amazon of the \$1.6 trillion real estate market.
- [Domo](#) (DOMO), an affordable BI software provider positioned for a huge breakthrough as the Intelligence Economy revolution spreads to small businesses.
- [Appian](#) (APPN), a hypergrowth, low-code app maker that will help enterprises succeed in the emerging App Economy.
- [Skillz](#) (FEAC), a mission-critical, technology picks-and-shovels play on the booming mobile eSports megatrend.
- [Piedmont Lithium](#) (PLL), the best-in-breed player in the booming lithium mining market that just signed a huge contract with Tesla.